

SEP 10 1925 ✓

©CIL 21803 ✓

WILD WILD SUSAN ✓

Photoplay in 6 reels ✓

From the story "The Wild Wild Child"

by Steuart M. Emery

Directed by Edward Sutherland

Author of the photoplay (under section 62)
Famous Players Lasky Corporation of U.S. /

SEP 10 1925

Washington, D. C.

Register of Copyrights
Washington, D. C.

Dear Sir:

I herewith respectfully request the return of the following
named motion picture films deposited by me for registration of
copyright in the name of Famous Players Lasky Corporation

Not So Long Ago - 7 reels

Wild Wild Susan - 6 reels

Respectfully,

FULTON BRYLAWSKI

The Famous Players Lasky Corporation
hereby acknowledges the receipt of two copies each of the
motion picture films deposited and registered in the Copyright
Office as follows:

<u>Title</u>	<u>Date of Deposit</u>	<u>Registration</u>
Not So Long Ago	9-9-25	©CIL 21802
Wild Wild Susan	"	©CIL 21803

The return of the above copies was requested by the said
Company, by its agent and attorney on the 9th day of
September, 1925 and the said Fulton Brylawski for himself, and as
the duly authorized agent and attorney of the said Company,
hereby acknowledges the delivery to him of said copies, and
the receipt thereof.

Fulton Brylawski

SEP 12 1925

SEP 10 1925

PARAMOUNT

PRESS

Adolph Zukor and Jesse L. Lasky present

BEBE DANIELS

"WILD, WILD SUSAN"

with Rod La Rocque

From the story "The Wild, Wild Child" by Stuart M. Emery
Screen play by Tom J. Geraghty
Directed by Edward Sutherland
A Paramount Picture

PURPOSE: To Help You Sell the Picture

Bebe Daniels a Rebellious Society Starring Production for Paramount

Everything You Want To Know About "Wild, Wild Susan" in Brief

**Author, Scenarist, Cameraman, Type
of Story, Big Scenes, the
Highspots, Etc.**

Star

BEBE DANIELS. Here's the Bebe of "Miss Bluebeard" and "The Manicure Girl" as a rebellious society girl, who goes out searching for a thrill and finds it—with a vengeance.—Bebe in her finest role to date in a de-luxe comedy knock-out.

Featured

Rod La Rocque, in a tailor-made part even better than his role in "Night Life of New York."

Director

Edward Sutherland, who directed Tom Meighan in "Coming Through." Sutherland also assisted Chaplin on "A Woman of Paris."

Author

Steuart M. Emery. "Wild, Wild Susan" is a screen version of his short story, "The Wild, Wild Child," which ran in Liberty Magazine.

Scenarist

Tom J. Geraghty, who wrote the screen play, "Old Home Week," and many other big Meighan hits.

Cameraman

J. Roy Hunt, who photographed the last six pictures in which Bebe Daniels played.

Type of Story

The sort of quick-moving joy-romance that audiences are so enthusiastic about these days. It is modern, metropolitan, fresh, original, vastly entertaining.

Theme

It is a New York story and speeds up and down Manhattan Island, ending in a Madison Avenue home. Bebe Daniels is geared in high. The story moves. In fact, it skids a bit on the turns, and you catch the thrills and the laughs on the fly.

From the time Bebe complicates a traffic jam at 57th Street and Fifth Avenue and is being bawled out by a cop, you discover that she is truly "Wild, Wild Susan." Fire apparatus dash out from a side street, and she leads the procession at top speed through the traffic for block after block, with traffic officers, firemen and pedestrians scared stiff.

Like all girls with pep and leisure, she craves a "career," seeks out a job as a detective, has a battle with a shoplifter and then is assigned to locate the missing son of a wealthy man. He turns out to be a taxi driver. This brings in all sorts of Manhattan scenery, and winds up in an old haunted house infested by a gang of crooks. This scene just can't be described. It is a combination of kicks and laughs.

The Highspots

Here is a wonderful combination for a great story—Bebe Daniels and Rod La Rocque. Bebe plays the part of Susan Van Dusen who, by the time she is grown, has caused her parents more trouble than both her prim and proper sisters.

"WILD, WILD SUSAN" BEBE'S LATEST FILM

Rod La Rocque Featured in
Paramount Picture at the
Rialto Theatre



BEBE DANIELS IN
THE PARAMOUNT PICTURE
"WILD WILD SUSAN"

Production Mat 1PA

(Synopsis Story)

There was a wild, wild girl
And she had a giant pearl
Right in the middle of her necklace;
When she was good
Her folks would all knock wood,
For when she was bad
She was re-e-c-c-kless!!

BEBE Daniels in "Wild, Wild Susan," her newest Paramount starring picture, coming to the.....on.....has the role of a vivacious society girl, who turns detective to work off a little excess energy. The picture is a screen version of the Liberty magazine story, "The Wild, Wild Child," by Steuart Emery. Rod La Rocque appears opposite the star in a featured role.

Bebe, as Susan Van Dusen the strong-minded, irrepressible daughter of an ultra-refined family, is the bane of her parents' lives. Even as a child, Susan was a rebel and now as a grown girl she is properly tagged "hopeless." She finally leaves home to earn her own living and see life when her father, in an attempt to get the responsibility for the girl's welfare off his own shoulders, arranges for her to accompany some friends, the Waterburys, on their European tour. Never having met the Waterburys, Susan is delighted at the prospect of continuing her wild career on the other side. But one look at Eustace, an un-

PUTTING
OVER RIGH

Teaser ads:—

Not all the wild girls are really wild. They just think they're wild, like WILD, WILD SUSAN.

Find WILD, WILD SUSAN and plenty of excitement will be your reward!

Every town has its wild girls—how many wild girls do you know in town besides WILD, WILD SUSAN?

TEACHERS!—Could YOU control WILD, WILD SUSAN?

PARENTS!—What could you do with a WILD, WILD SUSAN?

WILD, WILD SUSAN is on her way here—bachelors beware!

MISS SOCIETY GIRL!—Do you ever feel like becoming a WILD, WILD SUSAN?

Teaser Postcard:—

Dear Folks:

Prepare for plenty of excitement, for I'll arrive in your burg next week, and "you know me Al," I usually get what I go after. Phone me at (Theatre phone number here) and I'll tell you when you can see me. Yes, they still call me, as ever, WILD, WILD SUSAN.

Newspaper symposium:—"What should be done with the WILD, WILD SUSANS of today?"

Ad copy:—

WHAT HAPPENS—

When a society girls rebels against conventions and makes up her mind to be a

WILD, WILD SUSAN is screamingly divulged for your entertainment at the Rialto next week.

The lives of the Wild, Wild Girls are usually interesting,

That's why

WILD, WILD SUSAN, the story of one of them will be at the Rialto Theatre — next week.

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AMOUNT

SHEET

Adolph Zukor and Jesse L. Lasky present
BEBE DANIELS
in
"WILD, WILD SUSAN"
with Rod La Rocque
Story "The Wild, Wild Child" by Stuart M. Emery
Screen play by Tom J. Geraghty
Directed by Edward Sutherland
A Paramount Picture

To Help You See the Picture to the Public.

Society Girl in Her Newest Paramount, "Wild, Wild Susan"

CIL 21863

PUTTING IT
OVER RIGHT

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Wild, Wild Girls
interesting,
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LD SUSAN,
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in almost every community some
is singled out and branded as
that wild, wild girl of this com-
munity" without any inference in-
cluded that such a girl is vicious,
not only through her personal
characteristics has she earned such
a sobriquet.
ories under contest regulations
the best narratives of the wild,
d girls that you have known.
Such a girl may be adventurous,
reckless, daring, care-free and
loat over excitement, and
should she necessarily be brand-
ed a WILD, WILD SUSAN be-
cause of such characteristics?
Run a series of teaser ads:
"Wild, Wild Susan is coming.
She passed through Parkersburg
neighboring town to yours) at
miles an hour! "Wild, Wild
Susan" is coming. Arrived at
Hammondport, (another neighbor-
ing town) at 11:35 and left at 11:
35. Eight traffic cops in pursuit,
— The last one: "Wild, Wild
Susan arrived in town this morn-
ing 9:53. Will be at the Rialto
theatre tonight."
What made Wild, Wild Susan
? Come and see!
Try and make Wild, Wild Susan
popular slang expression in your
community. Ask people what it
means to say that a girl is a
"wild, wild Susan."
A "wild, wild Susan" is a girl,
who has been suppressed all her
life by conventions and then sud-
denly steps out and hits the high
spots.)
Dimpled, dancing dynamite —
WILD, WILD SUSAN.
She always beat the fire engines
to the fires.
She was a high flyer on balloon
rides.

GRADE-A THRILLS IN
"WILD, WILD SUSAN"
Bebe Daniels Star in New
Paramount Joy-Romance
Due Here Soon



ROD LA ROCQUE IN THE
PARAMOUNT PICTURE
'WILD WILD SUSAN'
Production Mat 1PB

BEBE Daniels has earned her
toast and marmalade on the
screen in various interesting and
exciting ways, but her job in
"Wild, Wild Susan," her latest
starring picture, furnished more
thrills than has been her lot heretofore.
And they're the kind of thrills
that were not confined to the film-
ing of the scenes. For in "Wild,
Wild Susan," Miss Daniels assum-
es the role of detective, and the
hunting of miscreants affords her
more hair-raising episodes than
she has had in many moons.
In "The Crowded Hour," now
showing throughout the country,
Miss Daniels plays an actress
whose early training as a tele-
phone operator helped her to save
the lives of a division of soldiers.
The events leading up to this he-
roic deed bristled with gunfire,
air raids and explosions, through
which the star was required to
work.
"The Manicure Girl" gave Bebe
an inside knowledge of permanent
waves, transformations, facial mas-
sages and kindred aids to prog-
ress. During the filming of this
picture, she acquired the courage
to say "no" to the most insistent
suggestions made by beauty par-
lor operatives — an achievement
not to be scorned.

What Happened When A New York Society Girl Turned Detective

Screen Play by Tom Geraghty From
the Liberty Magazine Story
by Stuart Emery

BEBE DANIELS, as "Wild, Wild Susan",
whose family is very ultra-ultra, gives
her parents more concern in a week than her
two sisters do in a year.
One day she tosses a few little things into
a bag and bows out of the family mansion in
search of adventure—and she finds it, as a
girl detective, whose detecting leads her into
all sorts of laughable situations.
Rod La Rocque is a wild, wild boy who has
taken up taxi driving as the best way of getting
atmosphere for his literary career. With the
meeting of Bebe and Rod, a fast moving joy-
romance begins.
"Wild, Wild Susan", directed by Edward
Sutherland, who made "Coming Through" star-
ring Thomas Meighan, was adapted for the screen
by Tom J. Geraghty from Liberty magazine story,
"The Wild, Wild Child," by Stuart Emery.
Comedy, speed, romance, pep, thrills and gen-
eral zippy entertainment—that's "Wild, Wild
Susan"!

Cast

- | | |
|-----------------------------|------------------|
| Susan Van Dusen..... | BEBE DANIELS |
| Tod Waterbury..... | ROD LA ROCQUE |
| Peter Van Dusen..... | Henry Stephenson |
| Edgar..... | Jack Kane |
| Emily Dutton..... | Helen Holcombe |
| M. Crawford Dutton..... | Osgood Perkins |
| Malcolm..... | Ivan Simpson |
| Eustace Waterbury..... | Russell Medcroft |
| Chauncey Ames Waterbury.... | Warren Cook |
| Parker..... | Joseph Smiley |
| Edgar's sweetheart..... | Mildred Ryan |

The Story

SUSAN Van Dusen, ever alert for thrills, sets the New
York police and fire departments, and her staid
family by the ears with her escapades. Her righteous
brother Edgar, certain his sister's hankering for excite-
ment will bring about an untimely end, invests heavily
in an insurance policy on her life, making himself bene-
ficiary.
Susan's father tries to shift the responsibility for the
girl's well being on other shoulders when he arranges
for her to go abroad with the Waterburys, but one look
at the insipid Eustace, who is to be her traveling com-
panion, bring Susan off the boat on the hop. She bumps
into Tod Waterbury (La Rocque), Eustace's older
brother. Tod looks after her admiringly as she skips
ashore and follows her home.
Susan fiercely voices her opinion of the Waterbury
clan and starts to pack, preparatory to leaving the
house, when her father starts to lay down the law. Susan
comes upon Malcolm, the butler, studying a correspon-

Star
BEBE DANIELS. Here's the Bebe of "Miss Bluebeard" and "The Manicure Girl" as a rebellious society girl, who goes out searching for a thrill and finds it—with a vengeance.—Bebe in her finest role to date in a de-luxe comedy knock-out.

Featured

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Director

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Type of Story

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From the time Bebe complicates a traffic jam at 57th Street and Fifth Avenue and is being bawled out by a cop, you discover that she is truly "Wild, Wild Susan." Fire apparatus dash out from a side street, and she leads the procession at top speed through the traffic for block after block, with traffic officers, firemen and pedestrians scared stiff.

Like all girls with pep and leisure, she craves a "career," seeks out a job as a detective, has a battle with a shoplifter and then is assigned to locate the missing son of a wealthy man. He turns out to be a taxi driver. This brings in all sorts of Manhattan scenery, and winds up in an old haunted house infested by a gang of crooks. This scene just can't be described. It is a combination of kicks and laughs.

The Highspots

Here is a wonderful combination for a great story—Bebe Daniels and Rod La Rocque. Bebe plays the part of Susan Van Dusen who, by the time she is grown, has caused her parents more trouble than both her prim and proper sisters. At last she tells them she is all fed up on their way of living and means to toss a tooth brush and an extra frill into a suitcase and go where "women are women and don't have to be ladies."

Susan craves action, and she certainly gets it when she lands a job as a detective in a department store.

La Rocque, as Tod Waterbury, is another wild, wild child, who prefers driving a taxi for adventure and inspiration for a literary career to a life of luxury and idleness.

What happens in the life of the big city when this wild, wild pair get together, is enough to fill seven reels with a thousand gasps and laughs and thrills and an extra portion of pleasant romance.

The haunted house scene, boat episodes, scenes in the department store when Bebe collars a shoplifter, Bebe racing fire engines and a hundred and one other side-splitting hair raisers feature the production.

Here's a story that lends itself to spectacular production that will be great news for any box-office.

TRAILER

National Screen Service, Inc., issues an excellent Service Trailer on "Wild, Wild Susan." Get in touch with their nearest branch. See Price List on poster page.



BEBE DANIELS IN
THE PARAMOUNT PICTURE
"WILD WILD SUSAN"
Production Mat 1PA

(Synopsis Story)

*There was a wild, wild girl
And she had a giant pearl
Right in the middle of her necklace;
When she was good
Her folks would all knock wood,
For when she was bad
She was re-e-c-k-less!!*

BEBE Daniels in "Wild, Wild Susan," her newest Paramount starring picture, coming to the.....on.....has the role of a vivacious society girl, who turns detective to work off a little excess energy. The picture is a screen version of the Liberty magazine story, "The Wild, Wild Child," by Steuart Emery. Rod La Rocque appears opposite the star in a featured role.

Bebe, as Susan Van Dusen the strong-minded, irrepressible daughter of an ultra-refined family, is the bane of her parents' lives. Even as a child, Susan was a rebel and now as a grown girl she is properly tagged "hopeless." She finally leaves home to earn her own living and see life when her father, in an attempt to get the responsibility for the girl's welfare off his own shoulders, arranges for her to accompany some friends, the Waterburys, on their European tour. Never having met the Waterburys, Susan is delighted at the prospect of continuing her wild career on the other side. But one look at Eustace, an uninteresting young man from Boston, who is to be her traveling companion, convinces the girl that New York is the place for her.

Tod Waterbury, Eustace's older brother, declines his father's invitation to join the party, preferring to drive a taxi for adventure

and inspiration for a literary career. Susan, scurrying from the boat after one horrified look at the weasel-like Eustace and jumping from deck to the gangplank, which had already been withdrawn from the ship's side, bumps into Tod who, admiring her exploit, follows her home in his cab.

Susan's father, settling luxuriously for the rare treat of peace and quiet at home, is suddenly startled out of his reverie by the noisy arrival of his wild, wild daughter, who informs him of her intention of packing a few extra frills into a bag and going out to shift for herself.

What happens when Susan lands a job with a detective agency and is put on the trail of a gang of bond thieves, which trail leads her to a haunted house in a lonely section of town at midnight, furnishes real laughs and thrills and makes "Wild, Wild Susan" far up and beyond anything Bebe has ever done before.

Edward Sutherland directed the production.

Teaser ads.—Not all the wild girls are really wild. They just think they're wild, like WILD, WILD SUSAN.

Find WILD, WILD SUSAN and plenty of excitement will be your reward!

Every town has its wild girls—how many wild girls do you know in town besides WILD, WILD SUSAN?

TEACHERS!—Could YOU control WILD, WILD SUSAN?

PARENTS!—What could you do with a WILD, WILD SUSAN?

WILD, WILD SUSAN is on her way here—bachelors beware!

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The lives of the Wild, Wild Girls are usually interesting,

That's why

WILD, WILD SUSAN, the story of one of them will be at the Rialto Theatre — next week.



BEBE DANIELS

in "Wild Wild Susan"

WITH ROD LA ROCQUE

Stop, look and laugh!

Here's Wild, Wild Susan, doggerous darling, world's wildest wild society's swiftest stepper, filmland's funniest female!

And Bebe's best bet!

Two-column Press Advertisement 2



ROD LA ROCQUE IN THE
PARAMOUNT PICTURE
"WILD WILD SUSAN"

Production Mat 1PB

BEBE Daniels has earned her toast and marmalade on the screen in various interesting and exciting ways, but her job in "Wild, Wild Susan," her latest starring picture, furnished more thrills than has been her lot heretofore.

And they're the kind of thrills that were not confined to the filming of the scenes. For in "Wild, Wild Susan," Miss Daniels assumes the role of detective, and the hunting of miscreants affords her more hair-raising episodes than she has had in many moons.

In "The Crowded Hour," now showing throughout the country, Miss Daniels plays an actress whose early training as a telephone operator helped her to save the lives of a division of soldiers. The events leading up to this heroic deed bristled with gunfire, air raids and explosions, through which the star was required to work.

"The Manicure Girl" gave Bebe an inside knowledge of permanent waves, transformations, facial massages and kindred aids to progress. During the filming of this picture, she acquired the courage to say "no" to the most insistent suggestions made by beauty parlor operatives — an achievement not to be scorned.

But her part in "Wild, Wild Susan" provided thrills of a different order. For instance: The opening shot in the picture presents Miss Daniels leading a parade of fire engines, all tearing thru the traffic-congested streets of New York at breakneck speed, with the star at the wheel of a racing roadster. Soon after that

she jumps off the deck of the Leviathan onto the gangplank which has just been unbuckled from the sailing liner. The breadth of a hair was all that divided her from the cold waters of the Hudson that widened as the ship slipped out of the pier.

Then there is a wild ride in an office building elevator that has gone out of control with Miss Daniels operating the lever. There incidents are the preliminaries for the spooky events that transpire in an abandoned house that is the scene of many weird occurrences. The excitement starts when she stumbles over a gravestone in the front yard of the haunted house, and gathers speed as Bebe and Rod La Rocque, featured opposite the star, encounter spooks and crooks, who menace them on all sides. After La Rocque knocks out half a dozen bandits, "Wild Wild Susan" tames down sufficiently to accept him as her companion in adventure, for better or for worse.

BEBE DANIELS, as "Wild, Wild Susan", whose family is very ultra-ultra, gives her parents more concern in a week than her two sisters do in a year.

One day she tosses a few little things into a bag and bows out of the family mansion in search of adventure—and she finds it, as a girl detective, whose detecting leads her into all sorts of laughable situations.

Rod La Rocque is a wild, wild boy who has taken up taxi driving as the best way of getting atmosphere for his literary career. With the meeting of Bebe and Rod, a fast moving joy-romance begins.

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Comedy, speed, romance, pep, thrills and general zippy entertainment—that's "Wild, Wild Susan"!

Cast

Susan Van Dusen..... BEBE DANIELS
Tod Waterbury..... ROD LA ROCQUE
Peter Van Dusen..... Henry Stephenson
Edgar..... Jack Kane
Emily Dutton..... Helen Holcombe
M. Crawford Dutton..... Osgood Perkins
Malcolm..... Ivan Simpson
Eustace Waterbury..... Russell Medcroft
Chauncey Ames Waterbury..... Warren Cook
Parker..... Joseph Smiley
Edgar's sweetheart..... Mildred Ryan

The Story

SUSAN Van Dusen, ever alert for thrills, sets the New York police and fire departments, and her staid family by the ears with her escapades. Her righteous brother Edgar, certain his sister's hankering for excitement will bring about an untimely end, invests heavily in an insurance policy on her life, making himself beneficiary.

Susan's father tries to shift the responsibility for the girl's well being on other shoulders when he arranges for her to go abroad with the Waterburys, but one look at the insipid Eustace, who is to be her traveling companion, bring Susan off the boat on the hop. She bumps into Tod Waterbury (La Rocque), Eustace's older brother. Tod looks after her admiringly as she skips ashore and follows her home.

Susan fiercely voices her opinion of the Waterbury clan and starts to pack, preparatory to leaving the house, when her father starts to lay down the law. Susan comes upon Malcolm, the butler, studying a correspondence course in detecting. This offers the girl a promising field for thrills, so she borrows the book and retires to the study.

Tod arrives and introduces himself to Susan's father, but the girl, refusing to have anything to do with any Waterbury, will not see him. She slips out and into a cab, driven by Tod, who has chosen the occupation of taxi driver for the thrills and inspiration for his literary career. Susan drives to a detective agency and persuades the chief to give her a chance. She is assigned to a store that has been victimized by shoplifters.

bags her quarry and is about to make an arrest when Tod steals some of her thunder when he arrives on the scene in his cab and knocks down the thief's aide. He and Susan strike up an acquaintance on the way to the station, Tod introducing himself as Jay Elton Thompson, his pen name.

Having fallen in love with Susan, Tod evolves a plan to be near her by offering a \$1,000 reward to the detective bureau's chief to locate his "chum," Tod Waterbury and manages to have Susan assigned to the case. The girl can't carry out the assignment, but begs for another chance to make good and gets it when another woman operative reports failure on a case.

Susan is to go to an abandoned home in a secluded spot where a band of crooks have hidden \$100,000 in stolen bonds. She dons a man's outfit. Tod arrives at her hotel and is soundly rebuked for misleading her in her search for Tod Waterbury, and the girl is fit to be tied when he announces that he and Tod are the same person.

At midnight at her destination, Susan is scared almost out of her wits. Tod, who has followed her in his machine, arrives on the scene and gives battle to the bandits. When the two have their backs to the wall with menacing figures all about them, they discover that the whole thing is a hoax engineered by Edgar, Eustace and the detective chief to cure Susan of her leaning toward adventure.

Susan collects the reward for producing Tod, and that forms the basis of their wedding, which is consummated with the blessing of the two harassed fathers. Edgar woefully regards the insurance policy, a bitter reminder of his poor judgment as an investor.

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um:—"What the WILD, today?"

What made Wild, Wild Susan d? Come and see! Try and make Wild, Wild Susan popular slang expression in your community. Ask people what it means to say that a girl is a wild, wild Susan."

A "wild, wild Susan" is a girl, who has been suppressed all her life by conventions and then suddenly steps out and hits the high ts.)

Dimpled, dancing dynamite — LD, WILD SUSAN. The always beat the fire engines the fires. She was a high flyer on balloon s.



BE DANIELS
d Wild Susan'
WITH
ROD LA ROCQUE

ook and laugh!
Wild, Wild Susan, doggone dan-
arling, world's wildest wildflower,
swiftest stepper, filmland's friskiest,
female!
ebe's best bet!



Sell Paramount Pictures With

BEBE DANIELS *in*

with
ROD LA ROCQUE

"Wild Wild Susan"



PRESENTED BY
ADOLPH ZUKOR
JESSE L. LASKY

A
Paramount
Picture

HOLD your hat
and sit tight!
Wild, Wild Susan is
here!
This daredevil
darling must have
her thrills, and when
she breaks loose—
look out below!
Come prepared for
plenty of fun and ex-
citement!

Three-column Newspaper Advertisement 3A

ADOLPH ZUKOR AND JESSE L. LASKY PRESENT

Bebe Daniels

IN

"WILD WILD SUSAN"

WITH
ROD LAROCQUE



a Paramount Picture

Two-column Press Advertisement 2AX

IMPORTANT!

In ordering ads be
sure to mention the
numbers under cuts

Catchy Catchlines to C

If you like your comedies darned amusin'
See Bebe Daniels in "Wild Wild Susan."

Bebe as the wildest wildflower of them all—
and the funniest.

Stop that girl or she'll break her neck!

The story of a girl who had a weakness fo
getting into trouble.

A mile-a-minute is fast enough for anybody—
except "Wild Wild Susan."

She's the kind of girl who puts the "wreck" in
reckless.

The rest
pared with

The stor
one-candlep

Please do
this picture

She's the
per and sh
Queen Vic

Bebe as t



THEATRE

res With Paramount Press Ads



BEBE DANIELS in "Wild Wild Susan"



a
Paramount
Picture

WITH
ROD LA ROCQUE

PRESENTED BY ADOLPH ZUKOR & JESSE L. LASKY

FRISKIER than a bucking broncho, wilder than the Wild Man of Borneo and oh, lady, lady, how funny!

That's Bebe in the title role of this gay, gingery, high-g geared comedy.

With Rod La Rocque and superb comedy cast.

From the story "The Wild Wild Child" by Steuart Emery
Screen play by Tom J. Geraghty—Directed by Edward Sutherland

Four-column Newspaper Advertisement 4A



3' x 10' Colored Banner—\$2.00 Each

catchlines to Catch Crowds

earned amusin'
Wild Susan."

wer of them all—

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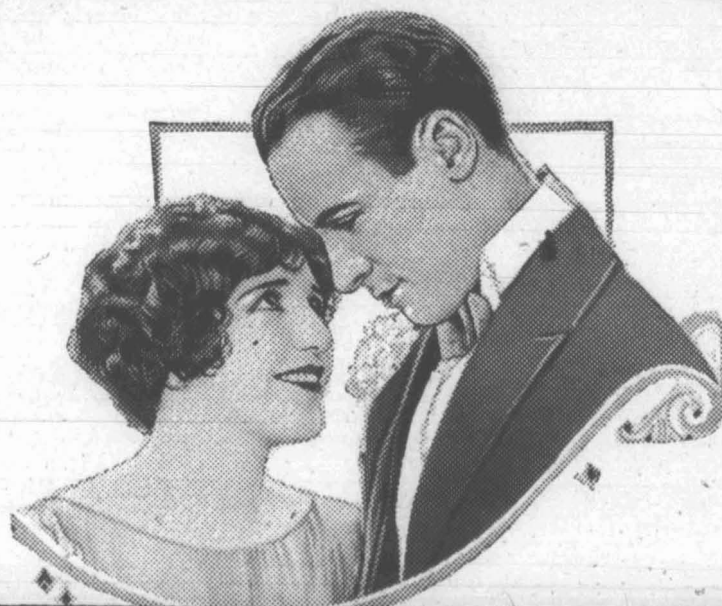
The rest of the screen comedies are tame compared with "Wild Wild Susan."


The story of a thousand-horsepower girl in a one-candlepower family.

Please don't mind if you laugh your head off—this picture's worth it!

She's the advance model of the 1926 super-flapper and she makes the 1925 model look like Queen Victoria's chaperone.

Reba as the female of the speed ches







Picture

HOLD your hat
and sit tight!
Wild, Wild Susan is
here!
This daredevil
darling must have
her thrills, and when
she breaks loose—
look out below!
Come prepared for
plenty of fun and ex-
citement!

Three-column Newspaper Advertisement 3A



From the story "The Wild Girl"
Screenplay by Tom J. Geraghty



ADOLPH ZUKOR AND JESSE L. LASKY PRESENT

Bebe Daniels

IN

"WILD WILD SUSAN"

WITH

ROD LA ROCQUE

a Paramount Picture

Two-column Press Advertisement 2AX

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Bebe as t

*a
Paramount
Picture*



ADOLPH ZUKOR
JESSE L. LASKY
PRESENT

**BEBE
DANIELS**

IN


**"Wild Wild
Susan"**

with **ROD LA ROCQUE**

One-column Press Ad 1AX

THEATRE

*a
Paramount
Picture*



ADOLPH ZUKOR
JESSE L. LASKY
PRESENT

**BEBE
DANIELS**

in

**"Wild
Wild
Susan"**

with
ROD LA ROCQUE



THE speedometer
clicks around
ninety, the laughometer
registers a laugh a
second — and that's as
fast and funny as they
come.

One-column Press Ad 1A



BEBE DANIELS AND ROD LA ROCQUE IN A SCENE FROM THE
"WILD WILD SUSAN"

Three-column Production Mat 3P

Picture

More than a bucking broncho, wilder than the Wild Man of Borneo and oh, lady, lady, how funny!

That's Bebe in the title role of this gay, gingery, high-g geared comedy.

With Rod La Rocque and superb comedy cast.

From the story "The Wild Wild Child" by Steuart Emery
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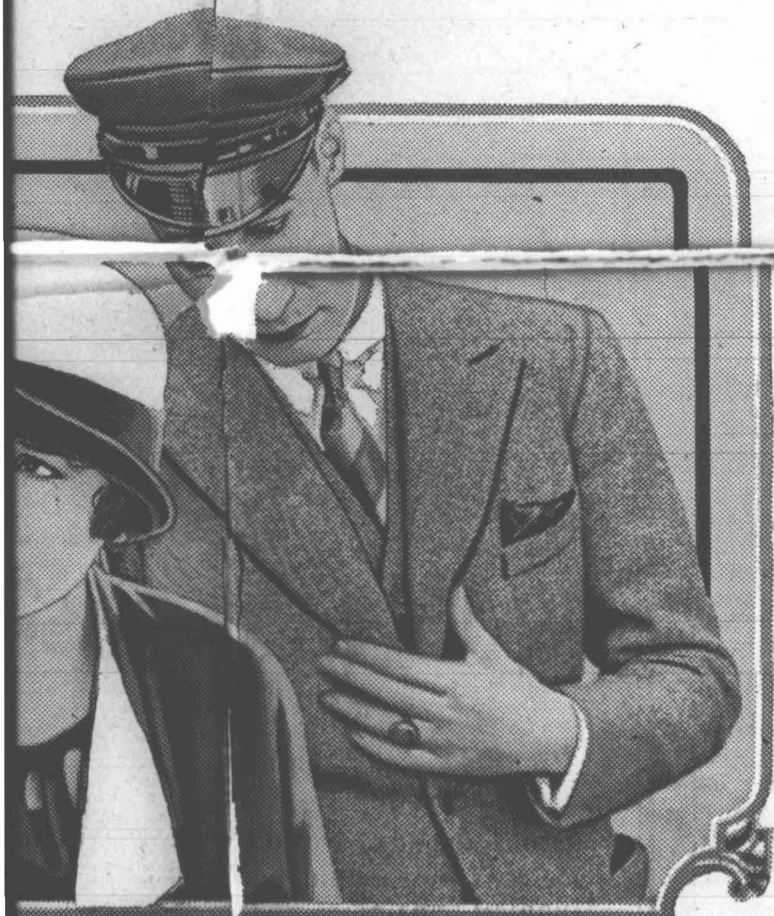
She's the advance model of the 1926 super-flapper and she makes the 1925 model look like Queen Victoria's chaperone.

Bebe as the female of the speed-shes.



BEBE DANIELS AND ROD LA ROCQUE IN A SCENE FROM THE PARAMOUNT PICTURE "WILD WILD SUSAN"

Two-column Production Mat 2P



ROD LA ROCQUE IN A SCENE FROM THE PARAMOUNT PICTURE "WILD WILD SUSAN"

Three-column Production Mat 3P

BEBE

DANIELS in
Wild Wild Susan



WITH ROD LA ROCQUE

SUSAN was a slave to thrills with a kick. And when Susan went out into the world to get them, she GOT them—and then some!

Nothing but death and taxes can keep "Wild, Wild Susan" from making you howl.

REST
of
BILL

From the story "The Wild Wild Child" by Steuart Emery
Screen play by Tom J. Geraghty—Directed by Edward Sutherland

Two-column Supplementary Press Ad 2AS



Put the Picture Over With Pe

La Rocque Cab Driver In "Wild, Wild Susan"

Plays Opposite Bebe Daniels In Newest Paramount Comedy-Romance

NEW York taxi drivers may be a dark and sinister mystery to the average person, but to Rod La Rocque they are like an open book. Rod's knowledge of the flivver chaperons comes from an intensive study of their lives and problems made in the interest of his two latest film appearances. Both in Allan Dwan's "Night Life of New York" and in "Wild, Wild Susan" with Bebe Daniels in the star part, La Rocque has played the role of a taxi driver.

In "Night Life of New York" he is a money-burning youngster from Iowa who comes to the big town to show its denizens some real action in the way of fast stepping. In his none-too-sober meanderings he acquires a taxi. While conducting his gas buggy through New York's traffic-jammed streets, he gets mixed up in a first-class gem robbery, of the kind that win front page space in the metropolitan dailies.

But the job of a taxi pilot is not without its compensations. For instance, in "Wild, Wild Susan" Rod sees Bebe Daniels from his driver's seat in the cab and decides on the spot that she is the one and only girl. Rod is not really a chauffeur, but the son of a rich man, with a lively imagination and a desire for a literary career which impels him to become a member of the hacking fraternity in search of adventure. Trying to catch up with Bebe in her ramblings around New York looking for thrills provides the adventure with a capital "A."

During the filming of exteriors for "Wild, Wild Susan" La Rocque cruised about in a cab, followed by another taxi in which were concealed the motion picture cameras. As he drew up to the hack stand near the Hotel Astor, a would-be passenger approached him. When he told the woman his cab was not for hire, she became abusive, and went into a long tirade against him and all his confreres.

"Wild, Wild Susan," opening on next at the Theatre, is an adaptation by Tom Geraghty of the Liberty magazine story, "The Wild, Wild Child," by Stuart Emery.

Bebe Is Really "Wild, Wild Susan" at Rialto

The liveliest, laughingest comedy in months arrives at the Theatre today in Bebe Daniels' newest starring picture for Paramount, "Wild, Wild Susan," the story of the rebellion of a New York society girl, written for the screen by Tom Geraghty from "The Wild, Wild Child," by Stuart Emery which ran in Liberty. Rod La Rocque heads the cast in a featured role opposite the star. Bebe, as Wild, Wild Susan is a pretty New York miss with just a little more energy and enthusiasm than she knows what to do with. The thrills in the picture start right off with the first reel when we see her pacing a fire engine, while firemen, police and onlookers almost pass out at the sight. Susan is truly a wild, WILD girl—never happy unless she's on the go, setting the local authorities and her staid parents by the ears with her exploits.

Rod La Rocque is the wild, wild boy in the production, as young Tod Waterbury, scion of a wealthy family, who has taken up taxi driving for the thrill of the thing and inspiration for a much dreamed of literary career. When Susan and he meet, the fur sure does fly.

After a session with her father, who lays down the law, telling her just what she's to do and just what she's not to do, Susan dumps a few doodads into a bag and heads for a prominent detective agency where she applies for a job, explaining that she knows practically everything there is to be known about detecting, having read a book on the subject from a correspondence school.

SPECIALS

There's a Little "Wild" in All of Us, Says "Wild, Wild Susan"

THERE'S a little bit of 'wild' in all of us," says Bebe Daniels, star in the Paramount picture, "Wild, Wild Susan," coming to the Theatre for a run of days on next.

"In my latest picture I am the plague of my parents' existence. They can't eat, sleep or sit in comfort for wondering what I might be up to at the moment. It's hard for them to guess what the next day will bring. One can never tell when or how 'Wild, Wild Susan' will come bouncing in," says Bebe.

"They call me—wild. But I don't think it's that. I once used to fool around with psychology and I believe it is the uncontrollable liveliness of youth making itself evident by coming to the surface.

"Even after a man or woman passes middle life, though not as strong as it was in youth—the old feeling or urge comes back again. A period of half-hearted 'wild stepping out' starts in and usually splutters to a quick close.

"One might call this second childhood, but it's not. It's Mother Nature doing her stuff. Because youth is having its thing is no reason to tell a child it's wild."

"Wild, Wild Susan" was adapted for the screen by Tom Geraghty from the Liberty magazine short story, "The Wild, Wild Child," by Stuart Emery. Edward Sutherland, who made "Coming Through," starring Thomas Meighan, and until recently Charlie Chaplin's assistant, made this one. Rod La Rocque is featured opposite the star. Others in the cast are Henry Stephenson, Jack Kane, Helen Holcombe, Osgood Perkins, Ivan Simpson, Russell Medcroft, Warren Cook, Joseph Smiley and Mildred Ryan.

Noted 'Extras' in 'Wild, Wild Susan,' Bebe Daniels' New Paramount Film

Theodore Roosevelt and his brother, Kermit, became movie extras recently without knowing it. Vincent Astor narrowly missed getting into the picture, also, but was a moment too early.

The Roosevelt Brothers probably thought the motion picture camera past which they walked was one of the regulation news reel outfits. As they approached the gate on the upper floor of Pier 86, North River, New York, to go toward the gangplank of the Leviathan somebody yelled: "Hello, Teddy!"

"Teddy" turned and waved his hand, smiled quickly and hurried on toward the ship entrance accompanied by a number of friends and relatives. And Bebe Daniels, standing nearby, remarked:

"This is the most distinguished collection of extras I ever had in a picture with me."

All the day before Miss Daniels and a company of Paramount players under the direction of Edward Sutherland had been working on the decks of the Leviathan for scenes in her new Paramount picture, "Wild, Wild Susan." Among other things she had jumped from the deck of the ship to a gangplank suspended in mid-air as it was being lowered to the pier.

The script of the story required that scenes be taken as the crowd approached the boat for its departure. These were made about a half-hour before leaving time, and as prominent persons by the hundreds hurried onto the pier the cameras ground.

Rod La Rocque is featured opposite Miss Daniels in "Wild, Wild Susan," which opens a days' run at the next Edward Sutherland directed the picture, which was adapted by Tom Geraghty from the Liberty magazine story, "The Wild, Wild Child," by Stuart Emery.

Rod La Rocque, in "Rehearsal Rompers," All Set for "Dirty Work" in New Picture

At the mention of "rehearsal rompers" one's mind, if it is attuned to such things, leaps to thoughts of show girls, dimpled knees and a one-piece outfit of checked gingham that covers as little as possible of the aforementioned "lady of the ensemble."

To Rod La Rocque, 6 foot leading man for Bebe Daniels in "Wild, Wild Susan," coming to the on the term means something else again. Edward Sutherland, who directed the picture, issued a call for La Rocque to appear on the "haunted house set" dressed in rehearsal rompers. The haunted house is the scene for many humorous incidents in the picture, and like most haunted houses its principal occupants are dust, cobwebs and mice.

Bebe Daniels, as a girl detective masquerading in boy's clothing, appeared on the scene, ready to begin rehearsals of the intricate scenes. But Rod was not to be seen. One Assistant was dispatched to his dressing room, another to the studio restaurant, a third to make a tour of the offices in search of the missing actor. After a thorough hunt the three returned to the set and announced in chorus that La Rocque was not to be found. At mention of the name, a tall figure clad in brown denim overalls detached itself from a little knot of electricians and studio carpenters and shouted: "Present—early."

The director and star were startled to see La Rocque, looking for all the world like a \$15-a-day electrician going back for his tools, step up and declare his readiness for action. When asked about the workman's dis-

"Wild, Wild Susan" Has Pep and Pulchritude

World-Famed Beauty in Jazzy Speed-Romance Laid in New York City

BEBE Daniels comes to the screen at the Theatre on as "Wild, Wild Susan," a girl who can't live without excitement, in the Paramount picture by that name which was directed by Edward Sutherland from Stuart Emery's Liberty magazine story, "The Wild, Wild Child." Its characteristics are comedy, speed, romance, pep, thrills and general fast-moving entertainment.

Rod La Rocque has a featured role opposite the star and Helen Holcombe, whom Ernst Lubitsch, director of "Passion," "The Marriage Circle," etc., called "the girl with the Mona Lisa smile," has a prominent part in the supporting cast—that of Susan's prim and proper sister, whom

Bebe's parents in the picture advise her to imitate.

One gets a pretty good idea of the type of picture "Wild, Wild Susan" is from the very first scenes. A fire engine shoots around a corner blowing and clanging for all it's worth. Everything gives way except a sporty racing car. It's Bebe! Even pacing fire engines are too tame for this up and going metropolitan miss who, in the ensuing scenes, takes to trailing shoplifters and bond thieves after reading a correspondence school book on detective work.

The closing scene of the production is that of a haunted house on the outskirts of the city. It's midnight, and there's nothing quite as creepy as a haunted house at midnight. But this is a riot of laughs.

Combine all the big thrills and laugh scenes in "Miss Bluebeard" and "The Manicure Girl," then multiply by the size of your hat and then you just about begin to get an idea of what "Wild, Wild Susan" is like. It's a thriller, if there ever was one!



Two-column Supplementary Page Ad 2

Movie Men "Carry On" When Dame Nature Proves Backward

Strollers on Riverside Drive, passengers in busses that roll up and down that famous thoroughfare, rubbed their eyes in amazement and looked a second time at the trees and shrubs in the little park along the Hudson River recently, and wondered about a certain phenomenon. Although the branches of trees all along the city streets were bare and innocent of leaves, a clump of bushes and several majestic trees opposite Grant's Tomb at 122nd Street were apparently in full bloom and green with full-grown leaves. They weren't evergreens, either, but shade trees usually found in such cases. Then the onlookers spied the motion picture cameras and other paraphernalia, and everything was explained.

Slow-moving Nature had not been more generous in that particular spot than in others, but Edward Sutherland was encouraging her important work by hanging full-leaved branches on the bare trees and shrubs. Sutherland was directing Bebe Daniels in her forthcoming Paramount picture, "Wild, Wild Susan." The action of this fast-stepping comedy is laid in New York—uptown, downtown, along the Drive and at the Hudson River piers—and Mademoiselle Spring having proven backward in

A Hand-Picked "Wild, Wild Susan"

Bebe Daniels Rod La Rocque in "Wild, Wild Susan"

PARAMOUNT past of Bebe Daniels' starring picture, "The Wild, Wild Child," which was directed by Stuart Emery. "Night Life of New York" in the lead-turkey stage hit, "Men and Women," who appear in "Men and Women," father, figuring on his petu risk her Simpson, George plays the

colm, as only he little off on one and dours a bo the picture. Bek figure that here thrills borrows goes out and lan tective agency a Simpson also a Daniel in "Miss Osgood Perkin Horseback," also supporting role. the legitimate the croft, who appea production of "S Dunn.

Jack Kane, He girl with the 1 Warren Cook, J Mildred Ryan co "Wild, Wild S for the screen by wrote the screen Week, starring Eddie Sutherland ghan's "Coming The story is a sp New York City. est and most allu

ADOLPH ZUKOR and JESSE L. LASKY PRESENT

BEBE DANIELS

Wild Wild Susan

WITH ROD LA ROCQUE

A Paramount Picture

Two-column Supplementary Page Ad 2

New York's "Wild, Wild Susan"

The Park La York's exclusive ionable Park Av its debut in mo of the backgrou latest Paramount Wild Susan," w next at th Miss Daniels, rector Edward eral miss playe recently and t of the imagin entire sequence rooms Starting early i foyer of the hot tograph scene desk, the loung admired Italian room.

Miss Daniels were the gues luncheon and di the filming was the hotel, and Gotham's most fa fare in the sub arc lamps. This is the fr that the hotel cale for the motio of the establishn doormen bell

With Peppy Publicity Stories



"Wild, Wild Susan" Has
A Pulchritude

Beauty in Jazzy
Dance Laid in
New York City

comes to the screen
Theatre on
Susan," a girl who
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"Miss Bluebeard"
are Girl," then mul-
of your hat and then
begin to get an idea
Wild Susan" is like.
if there ever was

A Hand-Picked Cast
In "Wild, Wild Susan"

Bebe Daniels Starred, With
Rod La Rocque Featured
in Support

PARAMOUNT has assembled a
cast of Broadway favorites in
part of Bebe Daniels in her latest
picture, "Wild, Wild Susan,"
opening on at the
Theatre. The story is a picture ver-
sion of Steuart Emery's "The Wild,
Wild Child," which ran in Liberty.
Rod La Rocque, recently seen in
"Life of New York," is fea-
tured in the leading man's role.

Henry Stephenson, of the New
stage hit, "Dancing Mothers,"
and who appeared in William de
Mille's "Men and Women," is cast
as the father, who is worried
figuring out ways and means
of his petulant daughter from
risking her neck.

Simpson, at this writing sup-
ports George Arliss in "Old Eng-
land," plays the family butler Mal-

colm, who is only he can. Malcolm is a
little off on one subject—detecting
and favours a book on the subject in
the picture. Bebe comes upon him,
figuring that here is a new field for
thrills, borrows the book and then
goes out and lands a job with a de-
tective agency and the fun starts.
Simpson also appeared with Miss
Daniels in "Miss Bluebeard."

Osgood Perkins, of "Beggars on
Horseback," also has a prominent
supporting role. Another player from
the legitimate theatre is Russell Med-
croft, who appeared in the original
production of "Sonny" with Emma
Dunn.

Jack Kane, Helen Holcombe, "the
girl with the Mona Lisa smile;"
Warren Cook, Joseph Smiley and
Mildred Ryan complete the cast.

"Wild, Wild Susan" was written
for the screen by Tom Geraghty who
wrote the screen play, "Old Home
Week," starring Thomas Meighan.
Eddie Sutherland, who made Mei-
ghan's "Coming Through," directed.
The story is a speed-romance laid in
New York City. Bebe wears the lat-
est and most alluring fashions.

REVIEWS

"Wild, Wild Susan"

THE Paramount picture, "Wild, Wild Susan," at the
..... Theatre all this week, is a New York
story of a peppy society girl whose craving for adven-
ture makes her the bane of her parents' existence and
almost is the undoing of the city's police and fire de-
partments.

Bebe Daniels is starred in the title role, with Rod
La Rocque, as Tod Waterbury, a kindred wild, wild
spirit, featured in support. From the time that Bebe
complicates a traffic jam in lower Fifth Avenue until,
as a girl sleuth, she bags a gang of "desperate bond
thieves" in a haunted house, you discover that she is
truly Wild, Wild Susan. Fire trucks dash out of a
side street and she leads the procession at top speed
through the traffic for block after block, with cops, fire-
men and bystanders scared stiff.

Bebe's father tries to shift her off onto a friend by
sending her abroad with him on a European tour. But
one look at the insipid fellow who is to be her sailing
companion brings Bebe back to earth again on the hop.
She had accepted the trip with great pleasure, dreaming
of the fine prospects of continuing her wild career on

the other side, but just a side-glance at Eustace Water-
bury and she drew the line. Eustace's older brother
Tod (La Rocque) is struck by her pep and "go" as
she leaps from boat to dock as the gangplank is being
drawn in and follows her home in his cab. Tod had
refused the trip abroad so as to continue his career as
taxi driver to gather material for a novel.

Arriving home, Bebe voices her opinion of the entire
Waterbury clan. Tod arrives and Bebe, never having
met him, refuses to see him. When her father starts
to lay down the law, she stalks out in a huff, grumbling
something about going out where she can do as she
chooses. She does just this when she obtains a job
as a woman detective with a local agency. La Rocque
is close at her heels no matter where her work leads
her, introducing himself as Jay Elton Thompson, the
name he uses on his books. He offers the chief of the
detective agency \$1,000 if he can locate his missing
"chum," Tod Waterbury and manages to get Bebe as-
signed to the case. From the outset the laughs come
thick and fast, but at this point they start to pile up,
on one another.

The final scenes at the haunted house are a riot.
As events develop the whole thing is proved a frame-up
engineered by Bebe's father and the detective chief to
cure the girl of her longing for adventure.

"Miss Bluebeard" and "The Manicure Girl" combined
don't begin to come up to "Wild, Wild Susan." It
has more than a generous amount of speed, romance,
pep, thrills and fast moving entertainment.

Tom Geraghty wrote the screen play from the Liberty
magazine story, "The Wild, Wild Child," by Steuart
Emery. A few of the big names in the cast include
Ivan Simpson, Henry Stephenson, Osgood Perkins and
Russell Medcroft.

Bebe Thrill-Seeker as "Wild,
Wild Susan" at Rialto Theatre

Susan Van Dusen, "affectionately" known as "Wild,
Wild Susan" by her intimates, is, in every sense of the
word, a holy terror. Just to give you an idea of what
Susan is really like: Her righteous brother Edgar, cer-
tain that the girl's hankering for excitement will bring
about an early and violent end, invests heavily in an
insurance policy on her life, naming himself as bene-
ficiary. He and his little sweetheart expect a rich
return as a result of Susan's recklessness. The events
that follow go to prove his poor judgment as investor.

Bebe Daniels is "Wild, Wild Susan" in the Para-
mount picture by that name which opened at the
..... yesterday. Rod La Rocque featured at the
head of the cast playing in support of the star, has the
role of Tod Waterbury, an equally wild youngster, who
has turned to taxi driving as a means of gathering
material for a literary career.

The fun starts when Tod and Susan meet and get
their heads together dopping out new fields of adventure.
Susan, escaping by a hair's breadth a fatal trip abroad
with a friend of her father and his "fop" son, comes
upon the butler in her home devouring a correspond-
ence school volume on how to become a detective.
Here's one angle of the thrill game that, strange to
relate, Susan had never touched on, so she considers
it about time she do so now. Off she goes to the
library with the book, fairly eats it up after the fashion
of a messenger boy with a dime novel, skips out of the
house and presents herself before the chief of a local
detective agency and asks, "When do I begin?"

Susan starts her career as the feminine Sherlock by
collaring a pair of shoplifters, who have been removing
everything loose in one of the city's big department
stores. Tod (La Rocque) arrives on the scene in his
cab and totes them all to the station house. Susan and
he strike up an acquaintance and from then on Water-
bury never lets the girl out of his sight, popping up
time and again at the opportune moment to help her
out of many scrapes.

The haunted house episode, which brings the produc-
tion to a close, is one of the funniest scenes ever. You'll
have to see it to really appreciate it. When you see
Bebe in boy's clothes trailing "desperate bond thieves,"
in reality her father and brother who have it framed

Bebe a Girl Sleuth in
Fine New York Story

Starred as "Wild, Wild Susan"
in Paramount Picture of
the Same Name

Synopsis Story

ENTER the female Sherlock in the
person of Bebe Daniels in "Wild,
Wild Susan," her newest Paramount
starring picture, which will be the
feature at the Theatre
on to remain for ... days.

"Wild, Wild Susan," adapted for
the screen by Tom Geraghty from the
Liberty magazine story, "The Wild,
Wild Child," by Steuart Emery, has
to do with Bebe, as Susan Van Du-
sen, a wild New York society girl,
whose prim and proper sisters and
staid parents bore her stiff.

Ivan Simpson, well known stage
player, is the Van Dusen butler with
a bug in his head. Malcolm wants to
become a detective. His every spare
second is devoted to a religious study

of "How, When and Where To Be-
come a Second Sherlock Holmes."
Malcolm is all excited. A few months
more of intense study and he'll be
able to go to the post office and re-
ceive his beautifully engraved parch-
ment diploma.

Bebe comes upon him as he is
busily engaged in sleuthing. Hitting
upon an idea, she borrows Malcolm's
book and prepares to study. Finished
with the volume and satisfied that
she is cut out to be a detective, she
runs down to a private agency.

After convincing the chief she is
real good, he assigns her to a depart-
ment store. Her job is to get after
a pair of shoplifters, who seem to
have picked this store out as their
favorite play-ground.

Sak's new Fifth Avenue store in
New York City is the scene of the
first arrest. One sees a fashionably
dressed woman come out of the store
with Hawkshaw's only rival trailing
her. As she reaches the curb, Bebe
declares her under arrest by flashing
a badge.

A taxi comes along with Rod La
Rocque at the wheel. He really is a
rich young man who is secretly in
love with Bebe. Rod, as Tod Water-
bury, has chosen taxi driving for the
thrills and inspiration for a literary
career to a life of idleness and lux-
ury. With the meeting of these two
wild, wild children the fast-moving
action of the picture becomes furious.

"Wild, Wild Susan" was directed
by Eddie Sutherland, who made
"Coming Through," starring Thomas
Meighan, and who was connected
with Charlie Chaplin as assistant di-
rector on "A Woman of Paris" and
other pictures.

Henry Stephenson, Jack Kane, He-
len Holcombe, Osgood Perkins and
others appear in support.

Haunted House Holds
100 Hidden Horrors

What's ham without eggs? What's
a Ford without a rattle? What's a
long lane without a turning? And
what's a town without a haunted
house?

Midnight—a haunted house—a
young girl sleuth on the trail of a
gang of desperate bond thieves!

Sounds like a thriller of the old
days of the movies, but in reality it
is a scene which furnishes the
"smash" climax for Bebe Daniels'
newest Paramount starring comedy,
"Wild, Wild Susan," due at the....
on.....

"Wild, Wild Susan" is a picturiza-
tion of Steuart Emery's Liberty mag-
azine story, "The Wild, Wild Child,"
which concerns a pretty New York
society girl, whose bent for adven-
ture leads her to apply for a job as
girl sleuth. Her first assignment
early in the picture brings her in
contact with shoplifters in one of
the city's big department stores, then
she is put on the trail of a missing
young scion of a prominent family
and to cap the climax dogs the steps
of several bond thieves—which trail
leads her to the haunted house at
an hour when all self-respecting deb-
utantes should be snoozing or pac-

BE DANIELS in
Wild, Wild Susan
WITH
ROD LA ROCQUE
A Paramount Picture

6-column Supplementary Press Ad ZASX

"Carry On" When
Proves Backward

iverside Drive, pas-
sages that roll up and
s thoroughfare, rub-
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derful phenomenon.
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s, a clump of bushes
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Nature had not been
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aging her important
full-leaved branches
s and shrubs. Suth-
er, Bebe Daniels
ing Paramount pic-
d Susan." The action
ing comedy is laid

New York's Newest Hotel
In "Wild, Wild Susan"

The Park Lane, newest of New
York's exclusive hotels in the fash-
ionable Park Avenue district, makes
its debut in motion pictures as part
of the background for Bebe Daniels'
latest Paramount picture, "Wild,
Wild Susan," which opens on.....
next at the.....

Miss Daniels, Rod La Rocque, Di-
rector Edward Sutherland and sev-
eral minor players invaded the hotel
recently, and through the courtesy
of the managing director filmed an
entire sequence for the picture in the
principal rooms on the main floor.
Starting early in the morning in the
foyer of the hotel, the company pho-
tographed scenes in the lobby, at the
desk, the lounges, and in the much
adorned Italian Renaissance dining
room.

Miss Daniels and her co-workers
were the guests of the hotel for
luncheon and dinner. In the evening
the filming was resumed outside of
the hotel, and included views of
Gotham's most fashionable thorough-
fare in the subdued light of frosted
arc lamps.

seat in the cab and decided on the spot that she is the one and only girl. Rod is not really a chauffeur, but the son of a rich man, with a lively imagination and a desire for a literary career which impels him to become a member of the hacking fraternity in search of adventure. Trying to catch up with Bebe in her ramblings around New York looking for thrills provides the adventure with a capital "A."

During the filming of exteriors for "Wild, Wild Susan" La Rocque cruised about in a cab, followed by another taxi in which were concealed the motion picture cameras. As he drew up to the hack stand near the Hotel Astor, a would-be passenger approached him. When he told the woman his cab was not for hire, she became abusive, and went into a long tirade against him and all his confreres.

"Wild, Wild Susan," opening on next at the Theatre, is an adaptation by Tom Geraghty of the Liberty magazine story, "The Wild, Wild Child," by Steuart Emery.

Bebe Is Really "Wild, Wild Susan" at Rialto

The liveliest, laughingest comedy in months arrives at the Theatre today in Bebe Daniels' newest starring picture for Paramount, "Wild, Wild Susan," the story of the rebellion of a New York society girl, written for the screen by Tom Geraghty from "The Wild, Wild Child," by Steuart Emery which ran in Liberty. Rod La Rocque heads the cast in a featured role opposite the star.

Bebe, as Wild, Wild Susan is a pretty New York miss with just a little more energy and enthusiasm than she knows what to do with. The thrills in the picture start right off with the first reel when we see her pacing a fire engine, while firemen, police and onlookers almost pass out at the sight. Susan is truly a wild, WILD girl—never happy unless she's on the go, setting the local authorities and her staid parents by the ears with her exploits.

Rod La Rocque is the wild, wild boy in the production, as young Tod Waterbury, scion of a wealthy family, who has taken up taxi driving for the thrill of the thing and inspiration for a much dreamed of literary career. When Susan and he meet, the fur sure does fly.

After a session with her father, who lays down the law, telling her just what she's to do and just what she's not to do, Susan dumps a few doodads into a bag and heads for a prominent detective agency where she applies for a job, explaining that she knows practically everything there is to be known about detecting, having read a book on the subject from a correspondence school.

Strange to relate, Susan is assigned to a department store infested by shoplifters. She bags her game, but La Rocque steals some of her thunder by appearing on the scene and knocking the thief's male companion silly.

Her first big "catch" is followed by a series of failures. Susan is about to be dropped when another woman operative reports inability to carry out a difficult assignment. She begs for this chance to make good and the case brings her to a haunted house in the suburbs. It's midnight and the girl is half scared out of her shoes when Rod, who had followed in his cab with the intention of lending aid when necessary, again shows up and engages the "ghosts" in a hand-to-hand battle.

As it develops, the entire thing is a frame-up, staged by Susan's folks to cure her of her yearning for adventure. The picture closes with a pair of harassed fathers giving their blessing to two wild, wild children, who have suddenly decided to calm down long enough to get married.

Closes Today

"Wild, Wild Susan," a Paramount comedy-romance starring Bebe Daniels, with Rod La Rocque featured in support, which opened at the Theatre on last, will close its run there today.

The story concerns a New York society girl, who kicks over the traces and turns detective for adventure. Does she find it? You can just bet your life she does! It's Bebe's best picture to date.

Edward Sutherland directed the production, a screen version of Steuart Emery's Liberty magazine story, "The Wild, Wild Child."

phenon, Jack Kane, Helen Holcombe, Osgood Perkins, Ivan Simpson, Russell Medcroft, Warren Cook, Joseph Smiley and Mildred Ryan.

Noted 'Extras' in 'Wild, Wild Susan,' Bebe Daniels' New Paramount Film

Theodore Roosevelt and his brother, Kermit, became movie extras recently without knowing it. Vincent Astor narrowly missed getting into the picture, also, but was a moment too early.

The Roosevelt Brothers probably thought the motion picture camera past which they walked was one of the regulation news reel outfits. As they approached the gate on the upper floor of Pier 86, North River, New York, to go toward the gangplank of the Leviathan somebody yelled: "Hello, Teddy!"

"Teddy" turned and waved his hand, smiled quickly and hurried on toward the ship entrance accompanied by a number of friends and relatives. And Bebe Daniels, standing nearby, remarked:

"This is the most distinguished collection of extras I ever had in a picture with me."

All the day before Miss Daniels and a company of Paramount players under the direction of Edward Sutherland had been working on the decks of the Leviathan for scenes in her new Paramount picture, "Wild, Wild Susan." Among other things she had jumped from the deck of the ship to a gangplank suspended in mid-air as it was being lowered to the pier.

The script of the story required that scenes be taken as the crowd approached the boat for its departure. These were made about a half-hour before leaving time, and as prominent persons by the hundreds hurried on to the pier the cameras ground.

Rod La Rocque is featured opposite Miss Daniels in "Wild, Wild Susan," which opens a days' run at the next. Edward Sutherland directed the picture, which was adapted by Tom Geraghty from the Liberty magazine story, "The Wild, Wild Child," by Steuart Emery.

Rod La Rocque, in "Rehearsal Rompers," All Set for "Dirty Work" in New Picture

At the mention of "rehearsal rompers" one's mind, if it is attuned to such things, leaps to thoughts of show girls, dimpled knees and a one-piece outfit of checked gingham that covers as little as possible of the aforementioned "lady of the ensemble."

To Rod La Rocque, 6 foot leading man for Bebe Daniels in "Wild, Wild Susan," coming to the on the term means something else again. Edward Sutherland, who directed the picture, issued a call for La Rocque to appear on the "haunted house set" dressed in rehearsal rompers. The haunted house is the scene for many humorous incidents in the picture, and like most haunted houses its principal occupants are dust, cobwebs and mice.

Bebe Daniels, as a girl detective masquerading in boy's clothing, appeared on the scene, ready to begin rehearsals of the intricate scenes. But Rod was not to be seen. One Assistant was dispatched to his dressing room, another to the studio restaurant, a third to make a tour of the offices in search of the missing actor. After a thorough hunt the three returned to the set and announced in chorus that La Rocque was not to be found. At mention of the name, a tall figure clad in brown denim overalls detached itself from a little knot of electricians and studio carpenters and shouted: "Present—early."

The director and star were startled to see La Rocque, looking for all the world like a \$15-a-day electrician going back for his tools, step up and declare his readiness for action. When asked about the workman's disguise, he stated that if he was going to play around in the dust he intended to do a thorough job of it, and had dressed for the part in a pair of rehearsal rompers.

"Wild, Wild Susan" is a tale of the rebellion of a society girl. The scene is New York City. Steuart Emery wrote the story which was adapted by Tom Geraghty. There's a high class supporting cast.

Bebe Daniels Heavily Insured While Making Paramount's "Wild, Wild Susan"

This is not a press agent story!

When one reads of a famous person taking out a million dollars insurance on an ear or a finger, nine times out of ten the verdict is "that's the bunk!" But this is a different story again.

Bebe, who comes to the Theatre next in the title role of the Paramount picture, "Wild, Wild Susan," is a harum-scarum miss, who gets into all sorts of scrapes. Her family is on the verge of a general breakdown because of her escapades.

Her brother in the picture is foresighted enough to predict that no good will come out of her wild, wild ways and takes out a heavy insurance policy on the girl's life naming himself as beneficiary.

Then begins a series of thrills that gives the boy every reason to believe he'll soon be able to collect. Bebe, however, falls in love with Rod La Rocque, a bogus taxi driver and kindred wild, wild spirit, and after the pair of them whoop it up to their hearts' content for a time they are married and settle down.

The picture closes with the brother eyeing the insurance policy—a sad reminder of his poor judgment as an investor.

"Wild, Wild Susan" is a picturization of Steuart Emery's story which ran in Liberty. Edward Sutherland, who made "Coming Through," directed. La Rocque is featured opposite the star, and others in the cast include Henry Stephenson, Jack Kane, who plays Bebe's brother; Helen Holcombe, Russell Medcroft and Ivan Simpson.

racing car. It's Bebe! Even pacing fire engines are too tame for this up and going metropolitan miss who, in the ensuing scenes, takes to trailing shoplifters and bond thieves after reading a correspondence school book on detective work.

The closing scene of the production is that of a haunted house on the outskirts of the city. It's midnight, and there's nothing quite as creepy as a haunted house at midnight. But this is a riot of laughs.

Combine all the big thrills and laugh scenes in "Miss Bluebeard" and "The Manicure Girl," then multiply by the size of your hat and then you just about begin to get an idea of what "Wild, Wild Susan" is like. It's a thriller, if there ever was one!



Two-column Supplementary Page Ad

Movie Men "Carry On" When New York's Dame Nature Proves Backward

Strollers on Riverside Drive, passengers in busses that roll up and down that famous thoroughfare, rubbed their eyes in amazement and looked a second time at the trees and shrubs in the little park along the Hudson River recently, and wondered about a certain phenomenon. Although the branches of trees all along the city streets were bare and innocent of leaves, a clump of bushes and several majestic trees opposite Grant's Tomb at 122nd Street were apparently in full bloom and green with full-grown leaves. They weren't evergreens, either, but shade trees usually found in such cases. Then the onlookers spied the motion picture cameras and other paraphernalia, and everything was explained.

Slow-moving Nature had not been more generous in that particular spot than in others, but Edward Sutherland was encouraging her important work by hanging full-leaved branches on the bare trees and shrubs. Sutherland was directing Bebe Daniels in her forthcoming Paramount picture, "Wild, Wild Susan." The action of this fast-stepping comedy is laid in New York—uptown, downtown, along the Drive and at the Hudson River piers—and Mademoiselle Spring having proven backward in dressing the plants, the Paramount studio workers brought out their ladders and many crates of greens, and soon transformed the bleak scene to one of summer verdure. With the aid of the friendly sun Miss Daniels, Rod La Rocque and several minor players were enabled to get the desired scenes photographed amid the trees.

Automobile traffic along the Drive and shipping in the river below is part of the atmosphere in these scenes.

Daniel in "M Osgood Perkins Horseback," a supporting role the legitimate croft, who app production of Dunn.

Jack Kane, girl with the Warren Cook Mildred Ryan "Wild, Wild Susan" for the screen wrote the scri Week, starri Eddie Sutherl ghan's "Comin The story is a New York City est and most a

The Park L York's exclusive ionable Park A its debt in mo of the backgrou latest Paramo Wild Susan," v next at ti

Miss Daniels, rector Edward eral miss play recently and t of the imagin entire sequence principal rooms Starting early i foyer of the ho tographed scene desk, the loung admired Italian room.

Miss Daniels were the guest luncheon and di the filmg was the hotel, and Gotham's most f fare in the sub arc lamps.

This is the fr that the hotel l cale for motio of the establish doormen bellho tains, will see for the first tim a fast-moving c rebellion New y turns south fo thing. Rod La supporting cast Others, the Hen

son, Tom "Th story fr Eme erty.

PARAMOUNT EXPLOIT

HERE are the trained showmen assigned to change exclusively for the purpose of helping tures over. Get in touch with your exploit

ANSLEY, SEYMOUR	1610 Davenport St.	Oma
BALSLEY, LEE D.	265 South Front St.	st. Mem
BIRCH, AL G.	1625 Court Place	Deny
CALLAHAN, JOHN	134 Meadow St.	New
CORCORAN, EDWARD F.	119 Seventh St.	Milw
CUNNINGHAM, EARL	110-112 W. 18th St.	Kans
DANZIGER, WILLIAM	Pioneer & Broadway	Cine
DUNHAM, CURTIS	300 S. Jefferson St.	Dalla
EAGLES, HARRY C.	2017 Third Avenue	Seatt
FRANKLIN, KENTON	514 West Grand Ave.	St. L
GAMBRILL, GEORGE	3721 Washington Blv.	Atlan
GEYER, ERNEST	51 Luckie St.	Portl
HAAS, J. A.	444 Gilson St.	Minn
HELLMAN, JACK	1100 First Avenue N.	San I
KANTNER, OSCAR	201 Golden Gate Ave.	Charl
MALONE, TED	211 South Mint Street	Bosto
MCCONVILLE, JOHN F.	8 Shawmut St.	(and
MENDELSSOHN, WILLIAM	1563 East 21st St.	Clevel
MEINERNEY, JOHN E.	206 Victoria St.	Toror
MOON, RUSSELL B.	1327 S. Wabash Ave.	Chica
PICKERING, HAROLD W.	133 E 2nd South St.	Salt
POTNAM, LUTHER L.	501 Soledad Street	San
RENAUD, KENNETH	2949 Cass Avenue	Pittab
ROBSON, WILLIAM N.	1018 Forbes St.	Los A
SWIFT, HARRY	924 S. Olive St.	Wash
WALL, EDWARD J.	1101 N. Capitol Ave.	Indian
WATERSTREET, IRVIN A.	116 W. Michigan St.	Jack
WIST, JAMES M.	110 North Lee St.	Buffal
WILLIAMS, GEORGE E.	254 Franklin St.	Colum
WRIGHT, WILLIAM H.	251 N. 5th St.	Wilke
ZELTNER, IRWIN	62 N. State St.	

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Bebe! Even pacing
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are Girl," then mul-
of your hat and then
begin to get an idea
Wild Susan" is like.
if there ever was

ective and land a job with a de-
agency and the fun starts.
Daniel also appeared with Miss
Osgood Perkins, of "Beggar on
supporack," also has a prominent
ing role. Another player from
croft, intimate theatre is Russell Med-
produced who appeared in the original
Dunn. tion of "Sonny" with Emma
Jack Kane, Helen Holcombe, "the
girl with the Mona Lisa smile";
Warren Cook, Joseph Smiley and
Mildred Ryan complete the cast.
"Wild Susan" was written
for the screen by Tom Geraghty who
wrote the screen play, "Old Home
Week," starring Thomas Meighan.
Eddie Sutherland, who made Mel-
ghan's "Coming Through," directed.
The story is a speed-romance laid in
New York City. Bebe wears the lat-
est and most alluring fashions.

BEBE DANIELS
in
Wild Wild Susan
WITH
ROD LA ROCQUE
A Paramount Picture



"Carry On" When New Proves Backward

Riverside Drive, pas-
sages that roll up and
s thoroughfare, rub-
in amazement and
time at the trees
the little park along
r recently, and won-
derful phenomenon.
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rought out their lad-
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l the bleak scene to
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ly sun Miss Daniels,
and several minor
bled to get the de-
tographed amid the

Ad 2ASX New York's Newest Hotel "Wild, Wild Susan"

York's Park Lane, newest of New
York's exclusive hotels in the fash-
ionable Park Avenue district, makes
of the motion pictures as part
latest background for Bebe Daniels'
Wild Susan" picture, "Wild,
Susan," which opens on.....
Miss Daniels, Rod La Rocque, Di-
rector Edward Sutherland and sev-
eral players invaded the hotel
of the and through the courtesy
entire managing director filmed an
principal scenes for the picture in the
Starting rooms on the main floor.
foyer of early in the morning in the
tographing the hotel, the company pho-
desk, the scenes in the lobby, at the
lounges, and in the much
room. Italian Renaissance dining
Miss Daniels and her co-workers
were the guests of the hotel for
luncheon and dinner. In the evening
the hotel was resumed outside of
Gotham's and included views of
fare in most fashionable thorough-
fare lamp subdued light of frosted
This is the first time in its history
that the hotel has been used as lo-
of the motion picture. Employees
doormen, waiters, including clerks,
tains, waiters, waiters and cap-
for the see themselves in action
a fast-time in this production,
rebellious comedy-romance of a
turns a New York society girl who
thing. With the thrill of the
supporting Rod La Rocque heads the
Others cast in a featured role.
Henry Stephenson, Jack

PARAMOUNT EXPLOITS the trained showmen assigned clusively for the purpose of in touch with your exploit helping you put your pic- eer:

OUR	1610 Davenport St.	Omaha, Neb.
EN	265 South Front St.	St. Memphis, Tenn.
EN	1625 Court Place	Denver, Colo.
WARD F.	134 Meadow St.	New Haven, Conn.
EARL	119 Seventh St.	Milwaukee, Wis.
LIAM	110-112 W. 18th St.	Kansas City, Mo.
TIS	Pioneer & Broadway	Cincinnati, O.
Y C.	800 S. Jefferson St.	Dallas, Tex.
NTON	2017 Third Avenue	Seattle, Wash.
ORGE	514 West Grand Ave.	Oklahoma City, Okla.
T.	3721 Washington Blv.	St. Louis, Mo.
OK	51 Luckie St.	Atlanta, Ga.
AR	444 Gilean St.	Portland, Ore.
JOHN P.	1109 First Avenue N.	Minneapolis, Minn.
WILLIAM	201 Golden Gate Ave.	San Francisco, Cal.
EN E.	211 South Mint St.	Charlotte, N. C.
L B.	8 Shawmut St.	Boston, Mass.
ER L.	1568 East 21st St.	(and Portland, Me.)
AM N.	206 Victoria St.	Cleveland, O.
ER L.	1327 S. Wabash Ave.	Toronto, Can.
ER L.	133 E. 2nd South St.	Chicago, Ill.
ER L.	501 Soledad Street	Salt Lake City, Utah
ER L.	2949 Cass Avenue	San Antonio, Tex.
ER L.	1015 Forbes Ave.	Detroit, Mich.
ER L.	924 S. Olive St.	Pittsburgh, Pa.
ER L.	1101 N. Capital Ave.	Los Angeles, Cal.
ER L.	116 N. Michigan St.	Washington, D. C.
ER L.	110 North Lee St.	Indianapolis, Ind.
ER L.	254 Franklin St.	Jacksonville, Fla.
ER L.	251 N. 5th St.	Buffalo, N. Y.
ER L.	62 N. State St.	Columbus, Ohio
		Wilkes Barre, Pa.

Arriving home, Bebe voices her opinion of the entire
Waterbury clan. Tod arrives and Bebe, never having
met him, refuses to see him. When her father starts
to lay down the law, she stalks out in a huff, grumbling
something about going out where she can do as she
chooses. She does just this when she obtains a job
as a woman detective with a local agency. La Rocque
is close at her heels no matter where her work leads
her, introducing himself as Jay Elton Thompson, the
name he uses on his books. He offers the chief of the
detective agency \$1,000 if he can locate his missing
"chum," Tod Waterbury and manages to get Bebe as-
signed to the case. From the outset the laughs come
thick and fast, but at this point they start to pile up,
on one another.

The final scenes at the haunted house are a riot.
As events develop the whole thing is proved a frame-up
engineered by Bebe's father and the detective chief to
cure the girl of her longing for adventure.
"Miss Bluebeard" and "The Manicure Girl" combined
don't begin to come up to "Wild, Wild Susan." It
has more than a generous amount of speed, romance,
pep, thrills and fast moving entertainment.

Tom Geraghty wrote the screen play from the Liberty
magazine story, "The Wild, Wild Child," by Steuart
Emery. A few of the big names in the cast include
Ivan Simpson, Henry Stephenson, Osgood Perkins and
Russell Medcroft.

Bebe Thrill-Seeker as "Wild, Wild Susan" at Rialto Theatre

Susan Van Dusen, "affectionately" known as "Wild,
Wild Susan" by her intimates, is, in every sense of the
word, a holy terror. Just to give you an idea of what
Susan is really like: Her righteous brother Edgar, cer-
tain that the girl's hankering for excitement will bring
about an early and violent end, invests heavily in an
insurance policy on her life, naming himself as bene-
ficiary. He and his little sweetheart expect a rich
return as a result of Susan's recklessness. The events
that follow go to prove his poor judgment as investor.

Bebe Daniels is "Wild, Wild Susan" in the Para-
mount picture by that name which opened at the
..... yesterday. Rod La Rocque featured at the
head of the cast playing in support of the star, has the
role of Tod Waterbury, an equally wild youngster, who
has turned to taxi driving as a means of gathering
material for a literary career.

The fun starts when Tod and Susan meet and get
their heads together dopping out new fields of adventure.
Susan, escaping by a hair's breadth a fatal trip abroad
with a friend of her father and his "fop" son, comes
upon the butler in her home devouring a correspond-
ence school volume on how to become a detective.
Here's one angle of the thrill game that, strange to
relate, Susan had never touched on, so she considers
it about time she do so now. Off she goes to the
library with the book, fairly eats it up after the fashion
of a messenger boy with a dime novel, skips out of the
house and presents herself before the chief of a local
detective agency and asks, "When do I begin?"

Susan starts her career as the feminine Sherlock by
collaring a pair of shoplifters, who have been removing
everything loose in one of the city's big department
stores. Tod (La Rocque) arrives on the scene in his
cab and totes them all to the station house. Susan and
he strike up an acquaintance and from then on Water-
bury never lets the girl out of his sight, popping up
time and again at the opportune moment to help her
out of many scrapes.

The haunted house episode, which brings the produc-
tion to a close, is one of the funniest scenes ever. You'll
have to see it to really appreciate it. When you see
Bebe in boy's clothes trailing "desperate bond thieves,"
in reality her father and brother who have it framed
with Bebe's "Chief" to cure her for once and for all
of her yen for thrills, you'll fairly fall off the seat.

Funny? If "Wild, Wild Susan" doesn't send a cold
shiver down your spine and make you laugh yourself
silly, then you're not human.

The story was written for the screen by Tom Geraghty
from Steuart Emery's "The Wild, Wild Child," which
ran in Liberty.

Bebe Daniels Star in Paramount Romantic-Thriller Due Here Soon

In "Wild, Wild Susan," her new Paramount starring
picture, which will be shown at the..... Theatre
on..... next, Bebe Daniels has the role of a peppy
young New York society girl, who can't live without
excitement. There must be something doing every
minute of the day or her life isn't worth a hoop.

After causing a traffic jam in the busiest section of
the city, having paced a fire engine at break-neck speed,
jumped off the Leviathan as it was leaving its pier and
manipulated a crippled elevator car in a wild ride sky-
ward, Bebe decides to become a detective to inject a
little life into her otherwise uneventful existence.

An assignment leads her to a haunted house at mid-
night where spooks, crooks and funny noises chase
her all around the place. Rod La Rocque, featured in
support of the star, comes to her rescue and succeeds
in taming Wild, Wild Susan long enough for her to
quiet down and marry him. Whereupon her brother,
who had taken out a big insurance policy on her life
with himself named as beneficiary, looks at the docu-
ment with a sickly grin—a sad reminder of his poor
judgment as an investor.

Here's a novelty plot, interesting, funny and exciting.
Tom Geraghty adapted it from Steuard Emery's Lib-
erty magazine story, "The Wild, Wild Child." Edward
Sutherland directed.

No, "Wild, Wild Susan" is not an animal picture,
even though it is a bear for thrills.

Others in the strong supporting cast are Henry Ste-
phenson, Jack Kane, Helen Holcombe, Ivan Simpson,
Osgood Perkins, Russell Medcroft, Warren Cook, Joseph
Smiley and Mildred Ryan.

ment diploma.
Bebe comes upon him as he is
busily engaged in sleuthing. Hitting
upon an idea, she borrows Malcolm's
book and prepares to study. Finished
with the volume and satisfied that
she is cut out to be a detective, she
runs down to a private agency.
After convincing the chief she is
real good, he assigns her to a depart-
ment store. Her job is to get after
a pair of shoplifters, who seem to
have picked this store out as their
favorite play-ground.

Sak's new Fifth Avenue store in
New York City is the scene of the
first arrest. One sees a fashionably
dressed woman come out of the store
with Hawkshaw's only rival trailing
her. As she reaches the curb, Bebe
declares her under arrest by flashing
a badge.

A taxi comes along with Rod La
Rocque at the wheel. He really is a
rich young man who is secretly in
love with Bebe. Rod, as Tod Water-
bury, has chosen taxi driving for the
thrills and inspiration for a literary
career to a life of idleness and lux-
ury. With the meeting of these two
wild, wild children the fast-moving
action of the picture becomes furious.

"Wild, Wild Susan" was directed
by Eddie Sutherland, who made
"Coming Through," starring Thomas
Meighan, and who was connected
with Charlie Chaplin as assistant di-
rector on "A Woman of Paris" and
other pictures.

Henry Stephenson, Jack Kane, He-
len Holcombe, Osgood Perkins and
others appear in support.

Haunted House Holds 100 Hidden Horrors

What's ham without eggs? What's
a Ford without a rattle? What's a
long lane without a turning? And
what's a town without a haunted
house?

Midnight—a haunted house—a
young girl sleuth on the trail of a
gang of desperate bond thieves!

Sounds like a thriller of the old
days of the movies, but in reality it
is a scene which furnishes the
"smash" climax for Bebe Daniels'
newest Paramount starring comedy,
"Wild, Wild Susan," due at the....
on.....

"Wild, Wild Susan" is a picturiza-
tion of Steuart Emery's Liberty mag-
azine story, "The Wild, Wild Child,"
which concerns a pretty New York
society girl, whose bent for advent-
ure leads her to apply for a job as
girl sleuth. Her first assignment
early in the picture brings her in
contact with shoplifters in one of
the city's big department stores, then
she is put on the trail of a missing
young scion of a prominent family
and to cap the climax dogs the steps
of several bond thieves—which trail
leads her to the haunted house at
an hour when all self-respecting de-
butantes should be snoozing or pac-
ing the ballroom floor, according to
the night.

Bebe, as Susan Van Dusen, is a
wild, wild child in every sense of the
word. Arrived at midnight, with
creepy shadows all about her and
weird noises reaching her ears, Bebe
trips over something, looks down and
discovers a tombstone. She's in an
old, weed-grown cemetery—and then
strange apparitions start popping up
here and there. Bebe almost passes
out of the picture when Rod La Roc-
que, a novelist turned taxi driver to
obtain material for his book, enters
the scene, gives battle to the ghosts
and rescues our Bebe. But it was all
a frame-up as the ensuing scenes go
on to show. But it's a real spine-
tingling hair raiser while it lasts.
And FUNNY.

Eddie Sutherland directed.
Paramount Speed-Comedy
Has New York Background

"Wild, Wild Susan," a Paramount
comedy of laughs and thrills starring
Bebe Daniels and coming to the....
Theatre on..... next for
a.... days' run, is laid against a
background of New York City, scenes
including Riverside Drive (near
Grant's Tomb, the Leviathan's pier,
Washington Square, interior of the
Park Lane, New York's newest hotel,
and scenes outside the Hotel Astor
in Times Square.

The story is an adaptation by Tom
Geraghty of "The Wild, Wild Child,"
by Steuart Emery, which ran in Lib-
erty and brings Bebe to the screen
as a vivacious society girl. Like all
girls with pep and leisure, Bebe, as
Susan Van Dusen, craves a "career"
and seeks out a job as detective and
then is assigned to locate the missing
son of a wealthy man. Rod La Roc-
que, featured opposite the star, is
really the young fellow in question.
It's all a put up job so he might be
near Bebe.



Bebe Daniels in "Wild PAPER YOUR TOWN AND PA

"If It's Worth Running, It's Wo



Colored Herald

To the left is illustrated the cover of the attractive four-page colored herald on "Wild, Wild Susan."

Double-page center spread contains a novel layout of

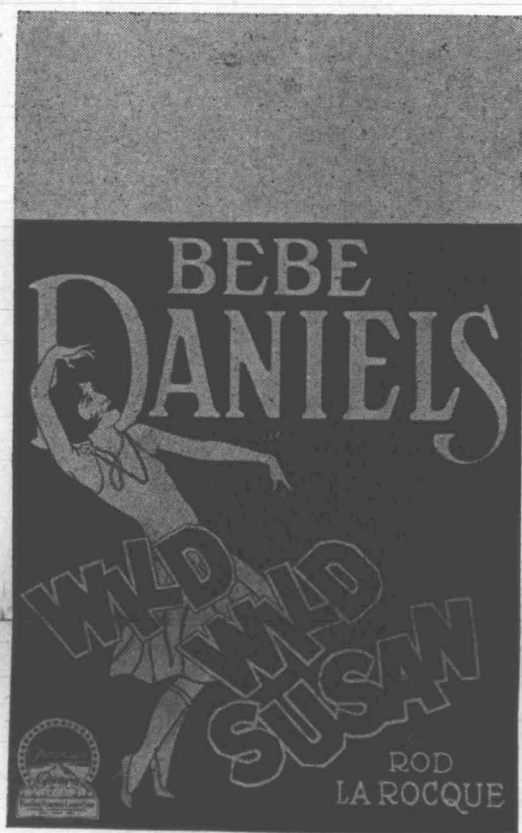


scenes and catchy copy.

Back page blank for theatre name, play dates, etc.

Only \$3.00 per 1,000.

Samples at exchanges.



Window Card

Advertising Price List

NOTE:—Owing to duty, additional transportation charges, etc., the prices quoted below do not apply to Canada. Get Canadian Price List from your Exchange.

FOR OUTDOOR ADVERTISING—POSTERS

One Sheet (1A and 1B).....	.15
Three Sheet (3A and 3B).....	.45
Six Sheet (6A).....	.75
Twenty-four Sheet (24A).....	2.40
3' x 16' Banner.....	2.00

PHOTOS FOR YOUR LOBBY

22 x 28 (Colored).....	.40
11 x 14 Set of Eight (Colored).....	.60

FOR NEWSPAPER ADS—ADVERTISING CUTS

One Column.....	.35
Two Column.....	.65
Supplementary (two column).....	.25

MATS, ADVERTISING, PRODUCTION, ETC.

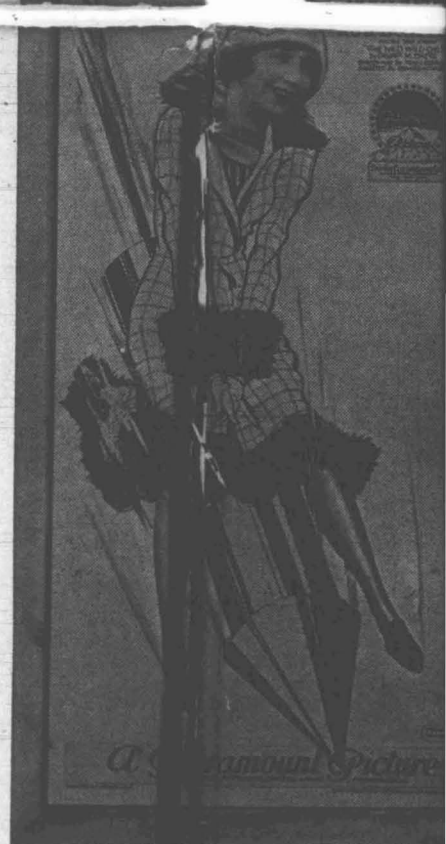
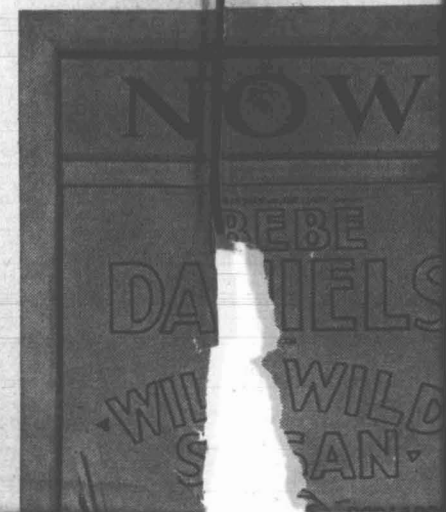
One Column.....	.05
Two Column.....	.10
Two Column Supplementary.....	.10
Three Column.....	.15
Four Column (Adv. Only).....	.25

FOR GENERAL EXPLOITATION

GILT-EDGED FRAMES (Size 17 x 43 in.).....	1.50
Insert Cards (14 x 36 in. to fit above).....	.25
22 x 28 Gilt Frame.....	3.50
Combination Lobby Frames.....	2.00
Cardboard Frames for Stills.....	.15
Herald, per thousand.....	3.00
Window Cards.....	.07
Announcement Slide.....	.15
Publicity Photos.....	.10

Trailers—National Screen Service
126 W. 46th St., New York City
845 So. Wabash Ave., Chicago, Ill.
917 So. Olive St., Los Angeles, Cal.

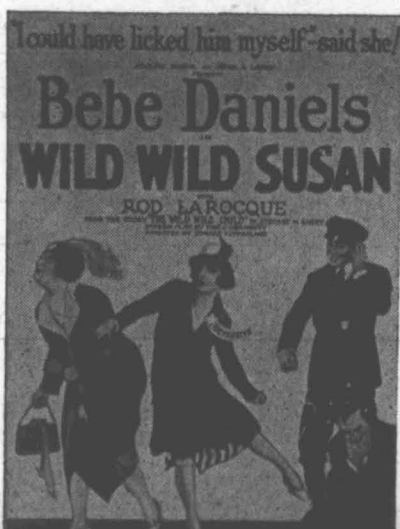
PRESS BOOKS AND MUSIC CUES ARE GRATIS.



Colored Insert Card

NEW STYLE FRAMES

Two new items have been added to Paramount Ad Sales material. One is a neat and classy cardboard frame to hold a single still. Suitable for the high class windows and store displays. The other is a combination 22 x 28 lobby frame which accommodates either four 11 x 14's or two 22 x 28. It sells for \$2.00. The 22 x 28 frames, at \$1.50 each, are available.

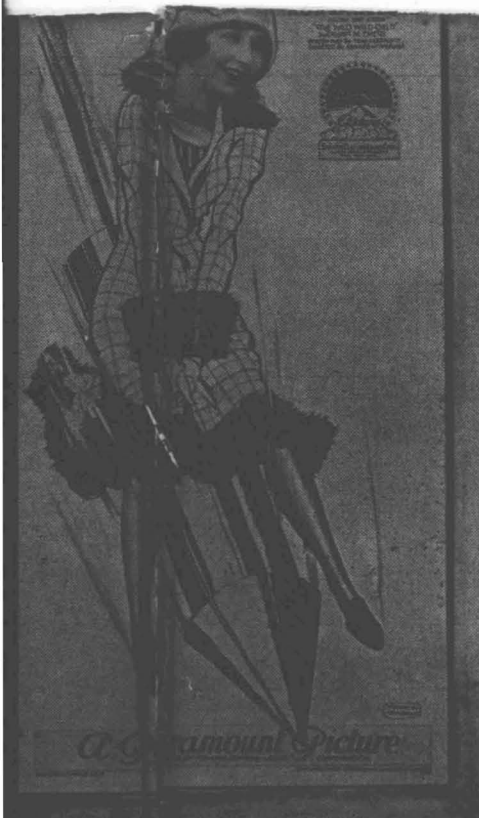
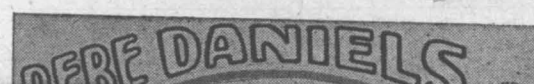
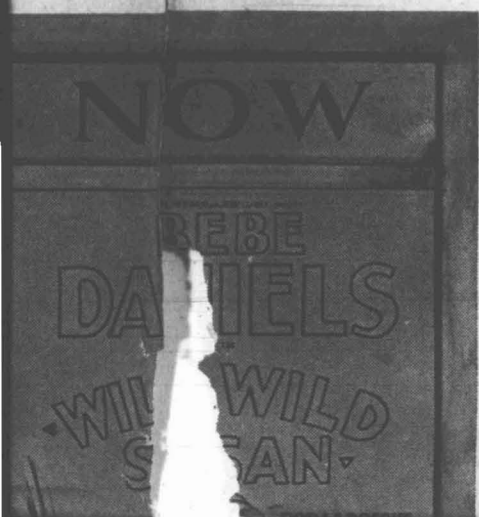


Don't keep the pictures you run a secret. There's cash in the flash of peppy Paramount paper!

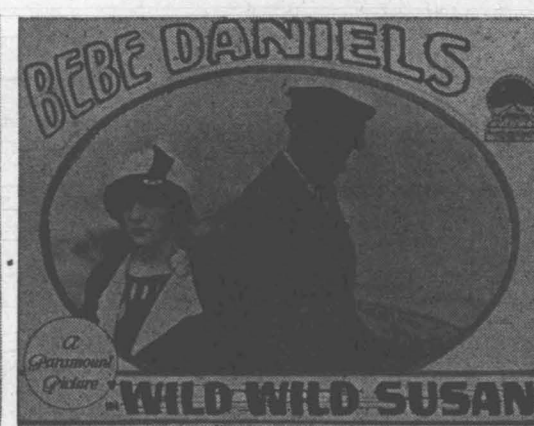


els in "Wild Wild Susan" N AND PACK YOUR THEATRE

h Running, It's Worth Advertising"

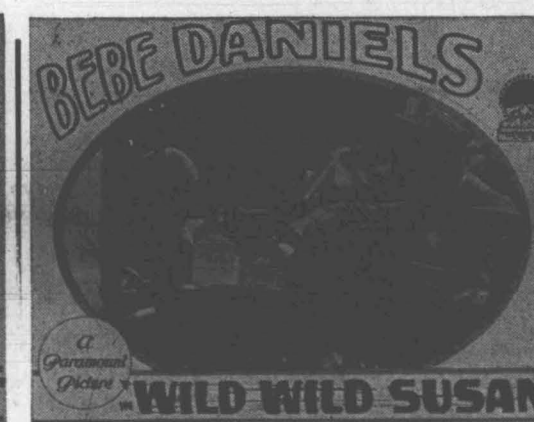
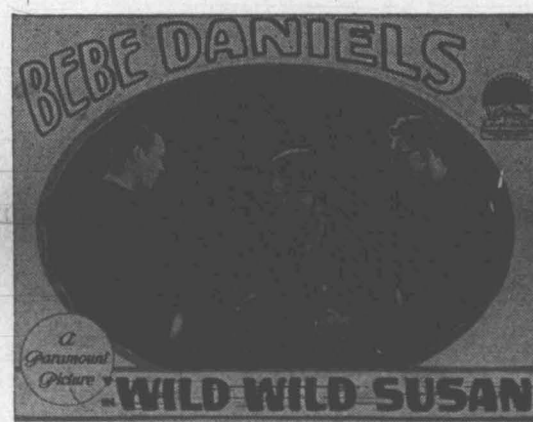


Colored Insert Card



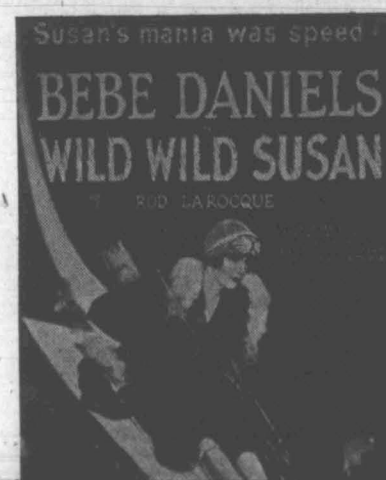
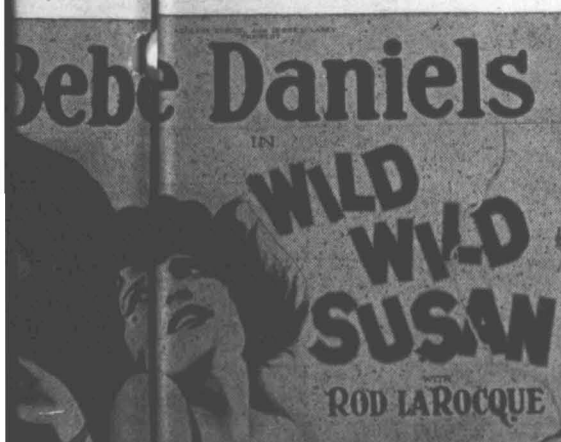
NEW-STYLE FRAMES

Two new items have been added to Paramount Ad Sales material. One is a neat and classy cardboard frame to hold a single still suitable for the highest class window and store displays. Price to exhibitors 15c each. The other is a combination 22 x 28 lobby frame which accommodates either four 11 x 14's or a 22 x 28. It sells for \$2.00. The plain 22 x 28 frames, at \$1.50 each, are also available.



EIGHT COLORED LOBBY CARDS (EACH 11" x 14")

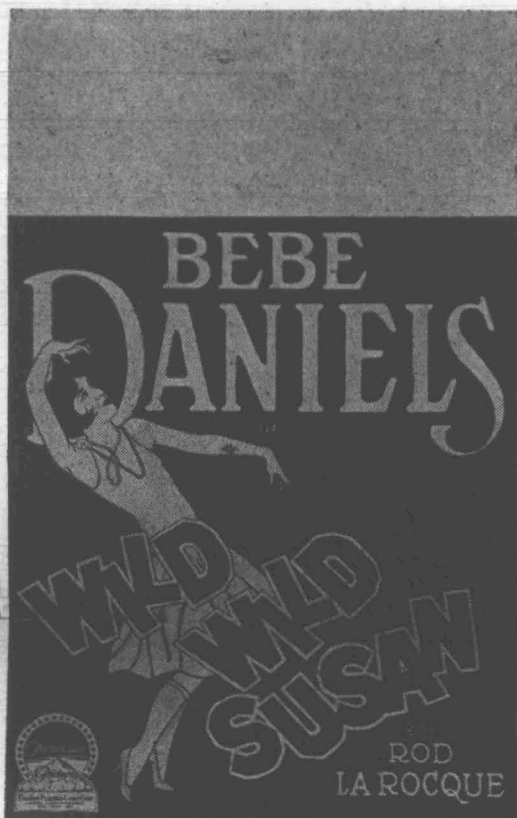
Put the picture over the top by putting posters over the town. Here are real business-getters!



Susan

Only \$3.00 per 1,000.

Samples at exchanges.



Window Card

Advertising Price List

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Six Sheet (6A).....	.75
Twenty-four Sheet (24A).....	2.40
3' x 10' Banner.....	2.00

PHOTOS FOR YOUR LOBBY

22 x 28 (Colored)40
11 x 14 Set of Eight (Colored).....	.60

FOR NEWSPAPER ADS—ADVERTISING CUTS.

One Column35
Two Column65
Supplementary (two column)25

MATS, ADVERTISING, PRODUCTION, ETC.

One Column05
Two Column10
Two Column Supplementary.....	.10
Three Column15
Four Column (Adv. Only)25

FOR GENERAL EXPLOITATION

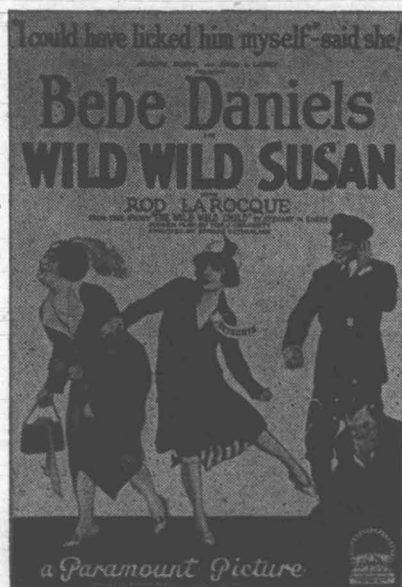
GILT-EDGED FRAMES (Size 17 x 42 in.).....	1.50
Insert Cards (14 x 28 in. to fit above).....	.25
22 x 28 Gilt Frames.....	3.50
Combination Lobby Frames.....	2.00
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Publicity Photos10

Trailers—National Screen Service
126 W. 46th St., New York City
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One Sheet Poster 1A

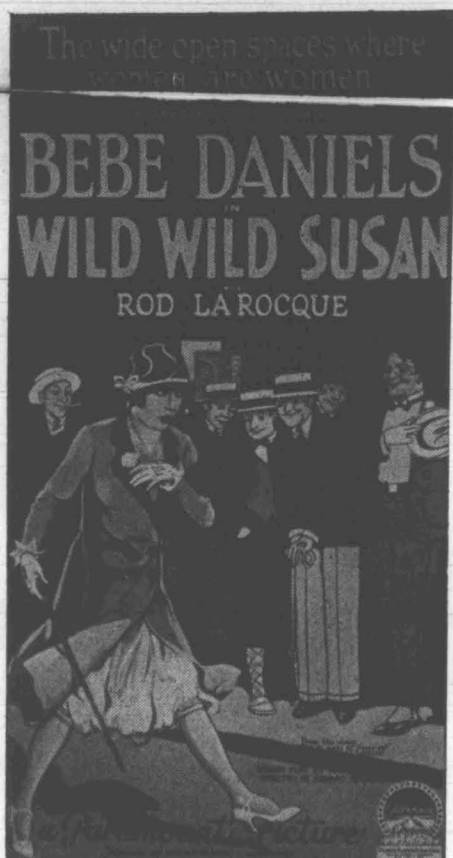
Don't keep the pictures you run a secret. There's cash in the flash of peppy Paramount paper!



Colored Lobby Card (22" x 28")



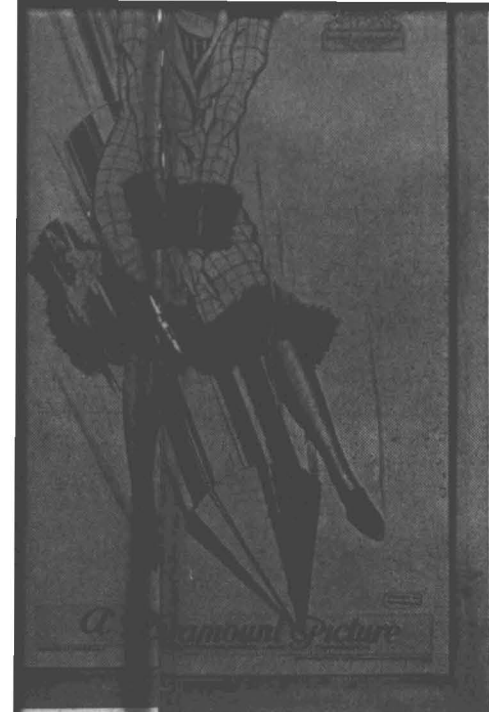
Six Sheet Poster 6A



Three Sheet Poster 3A



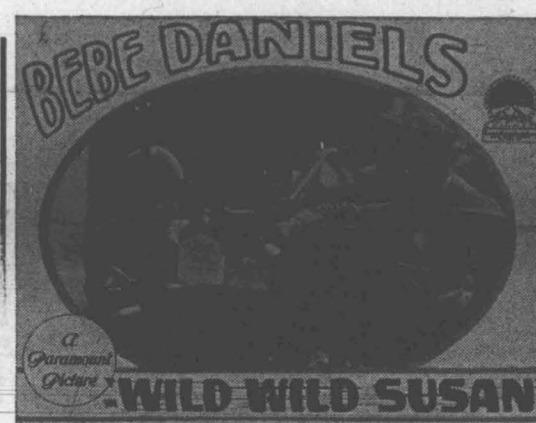
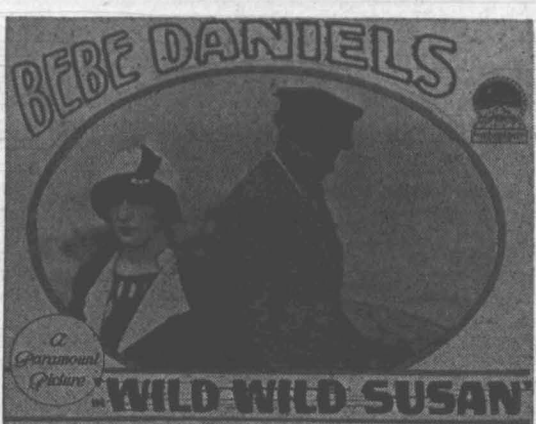
Twenty-four Sheet Poster 24A



Colored Insert Card

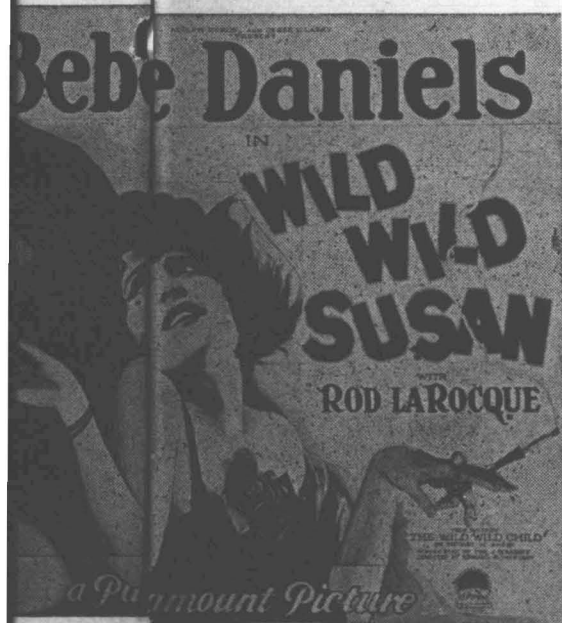
NEW-STYLE FRAMES

Two new items have been added to Paramount Sales material. One is a neat and easy-to-use cardboard frame to hold single stills suitable for the highest class window and store displays. Price 15c each. The other is a combination 22 x 28 lobby frame which accommodates either four 11 x 14's or a 2 x 28. It sells for \$2.00. The plain 2 x 28 frames, at \$1.50 each, are also available.

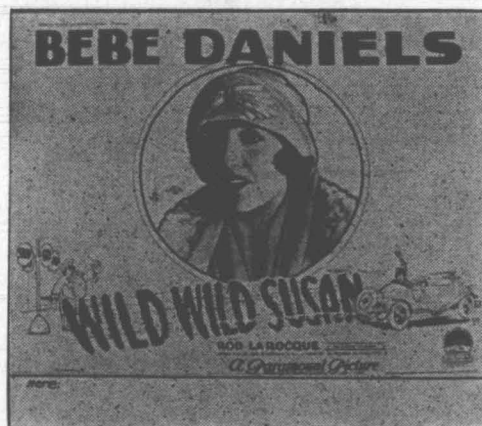


EIGHT COLORED LOBBY CARDS (EACH 11" x 14")

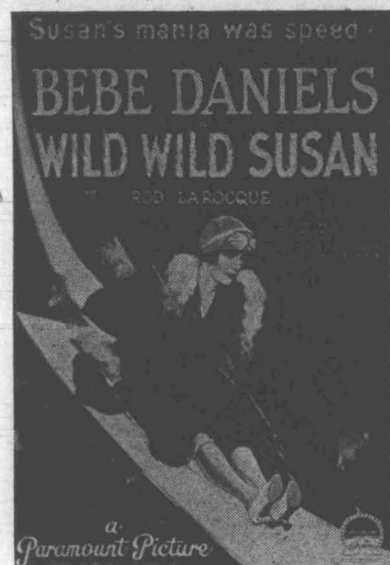
Put the picture over the top by putting posters over the town. Here are real business-getters!



Six Sheet Poster 6A



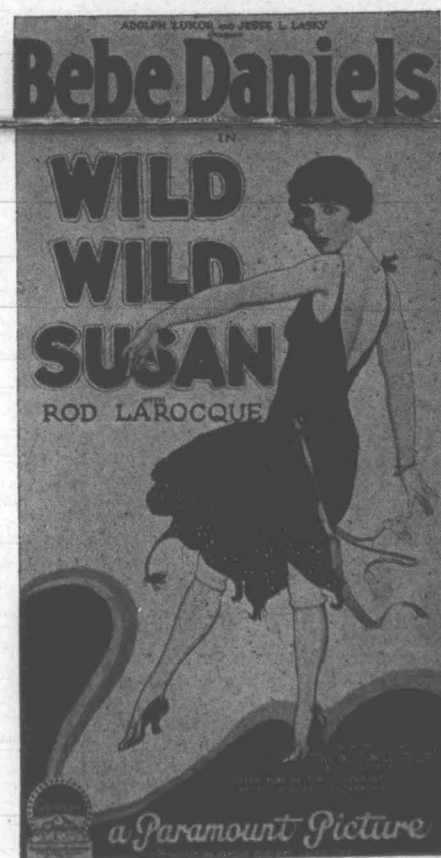
Announcement Slide



One Sheet Poster 1B



Twenty-four Sheet Poster 24A



Three Sheet Poster 3B

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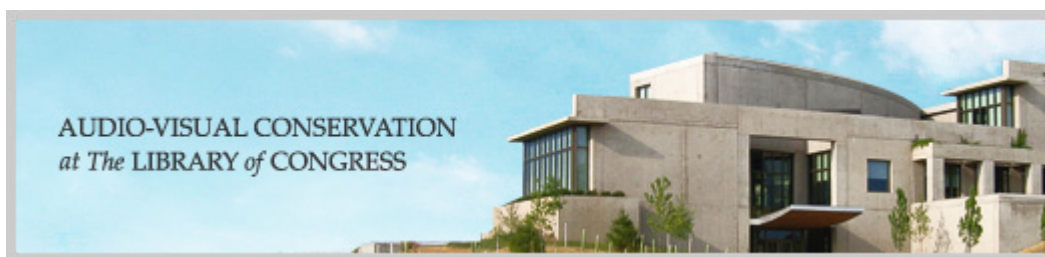
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